

# Qualifications Package for Landlords

**FENNIE+MEHL** Architects

# Small studio, big heart

Our studio started 28 years ago when cofounders Ned Fennie and Doug Mehl decided to start a firm that was grounded in hands-on principal involvement. A firm that eliminates unnecessary bureaucratic layers between ourselves and our clients, an issue that they were experiencing at other architectural firms.

Today our studio is a recognized thought leader in workplace design. Over our 25+ years in business, we have become known for our ability to continually rethink and adapt the workplace to a rapidly changing business world and workforce.

A highly recognized leader in our industry once referred to our firm as “the small studio with a big heart.” She further explained that our small size was deceiving since we are constantly competing against the “big guys.” Whether we’re delivering a 200,000 SF project or a 12,000 SF project, our team consistently demonstrates that we care about a successful, meaningful outcome that is grounded in a positive experience for our clients.

Our studio leadership is evolving beyond the founders. Jenna Ruth, Diana Nankin, and Omied Arvin are partners at the firm and are excited to stand on the shoulders of the founders, carrying the firm forward for another 25+ years.



# Areas of Specialty

Landlord Building Repositioning, Amenities,  
Spec Suites, and Base Building Upgrades

Workplace Interiors and Tenant Improvements

Furniture, Accessories, Art, & Styling

Environmental Branded Graphics & Placemaking



# How we're different

## Hands on principal involvement

Every project in our studio has a principal as an account executive, which means no bait and switch after the interview. It also means decisions are made more quickly throughout the project, saving time and money.

## We challenge respectfully

We have a saying: "get ugly fast." The idea is we have the experience to identify issues, challenges, and risks up front and discuss how to plan and manage around them or if tradeoffs are needed.

## We legitimately care about your schedule & budget

It is actually uncomfortable for our team to not design within your budget and schedule parameters. We believe if there is any ego in design, it belongs to the client, not our team. We want projects that are approved by our client's stakeholders and actually get built.

## We listen, we care, we design around you

Our design process starts with a deep dive into what makes your business, organization, culture, and brand unique. We are driven to design a workplace that delivers on your business priorities. We want to help you attract and retain the tenants you need.

We are not only your creative partner, we are your business partner.



# Our design process tenets

## Identify stakeholder approval process up front

We want to clarify stakeholder roles and plan out their involvement in the first preliminary project schedule.

## Clarify stakeholder priorities in PreDesign

Our PreDesign agenda is structured around clarifying Stakeholder priorities, directly from them, before we put pen to paper. These priorities are documented and become the reference point for our design team throughout the design phase ensuring that the proposed design is aligned with stakeholder needs.

## Early Preliminary Pricing Package priced by GC

Early on in a project we recommend turning around a quick but detailed preliminary pricing package so we can talk about real and specific project construction costs up front.

## A positive team player attitude

We see our role as one to help take work off your plate. To guide you alongside your other project team members and work through issues in the background so we come to you with solutions, not issues.

## Deliverables that clearly communicate design intent

We ask questions up front to understand what your stakeholders need in their deliverables throughout the process to reach approvals. In addition to our standard deliverables, we offer 3D walkthroughs of your space, live working 3D modeling sessions, and more.

## Onboard and partner with a GC early

The GC is critical for construction costs and schedule. We want to partner with them early.

# Credibility & relevant experience

Our landlord clients:



PEMBROKE



ROCKPOINT

METROPOLIS



We're honored to have accepted awards along the way:



# AI use in our studio's design process

Below is a real project example of how we integrate AI in our design process.



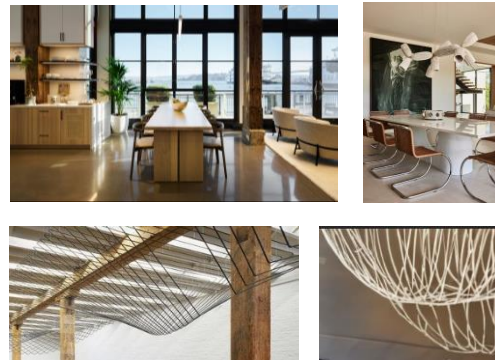
**Step 1: Project specific black and white Revit 3D Views**



**Step 2: Image and Text  
AI Inputs**



**Result: AI Generated Renderings,  
edited by our team**



# AI at our studio

Running an efficient and streamlined studio is important to our team and we see AI as an opportunity to support these efforts. Below are ways we are utilizing AI at our studio.

## How we utilize AI to improve efficiency at our studio

We utilize the Zoom AI Companion to take meeting notes during our Zoom calls and to provide concise summaries. Our team then reviews the AI generated content and edits as needed. This saves time on meeting notes and allows our team to prioritize engagement during the meeting.

We utilize Midjourney ahead of SD to develop palettes and inspirational thought starters for our clients that are based on our client's values, vision, design guidelines, and reference imagery. Saving time up front.

## How we utilize AI to aid in our design

We utilize Midjourney and Adobe Firefly as a creative springboard to develop early conceptual designs. We input ideas and the program creates dozens of image iterations in seconds.

We utilize PromeAI to convert black and white 3D views into color 3D renderings (see next page for an example).

We utilize Photoshop AI to clean up marketing photos or inspirational photos for projects.

We utilize ChatGPT to aid in distilling large amounts of information in early project meetings down to key takeaways and design themes.

## Current and future AI R&D efforts at our studio

ArkoAI and Veras as tools for renderings that can adjust based on our Revit model changes.

Photoshop AI to insert conceptual ideas into existing conditions photos of spaces early on in a project.

Integration of an AI tool Dela into our Project Management software that will increase efficiency in our project management and scheduling.

Converting 2D plans into the Revit Autodesk 3D model via WiseBIM AI. This will save time and efficiency in our early drafting process.

# What our clients say about us

“This was our first time designing a dedicated state-of-the-art full floor amenity experience from scratch, and our goal was to be top of our peer group. FENNIE+MEHL helped us accomplish this goal and acted as a trusted partner in helping facilitate stakeholder buy-in on the executive level. FENNIE+MEHL developed an incredible design that will greatly enhance and elevate our building’s position in the market as a destination for our tenant community. The thoughtful and intentional design is centered around creating an activated and vibrant experience for our tenants. We’re already seeing the impact with our leasing efforts. We can’t wait for opening day.”

- Leland Low,  
Senior Director, Metlife

“Proud to have been able to work with you on this project. You created a space and a cultural "fabric" that should be acclaimed as a model for the future. Glad to see the jurors agreed. Much deserved.”

- Gordon Ritter, Founder at Emergence Capital

"F+M is totally about collaboration. They listened, gathered the creatives and made our wish list for our home base come alive in the most unexpected ways. We are thrilled with our space and the connection we have created with this great city of San Francisco.“

- Scott Chacon,  
Co-Founder at Github

“I’m so glad we chose you.”

- Kirsten Green,  
Founder at Forerunner Ventures

“F+M’s greatest strength is being a thought-leader in our industry. This is directly reflected in your ability to help client’s make critical design decisions.”

- Tom Suro,  
Director of Facilities & Real-Estate at SVB



# Amenity Programs & Spaces in our Portfolio

# Amenity Space Trends

Below are current trends for Class A highly successful corporate amenities

Cannot just “tick the box”

Concierge-level service

Create & engage the community

Playing up the senses with great music & scent

Food & Beverage

Engaging amenity programs/events

Don't try to “do it all” instead “do a few things right”

Frictionless amenity experience for tenants (easy to book, etc.)

Elevated “end of trip” for commuters

High quality fitness and showers, restorative wellness

# Opportunities to set building amenities apart

Experience  
that stands out in  
the market

Don't just  
"tick the box"

Focus on  
adding value to  
the tenant's  
*employee*  
experience

Leverage &  
connect the  
amenity program  
with the  
outdoors

Program is  
successful either  
as a staffed space  
or un-staffed

Concierge  
level service  
associated with  
Class A &  
hospitality

Amenity  
placemaking and  
weaving in  
building brand  
story

# Building Amenity Projects

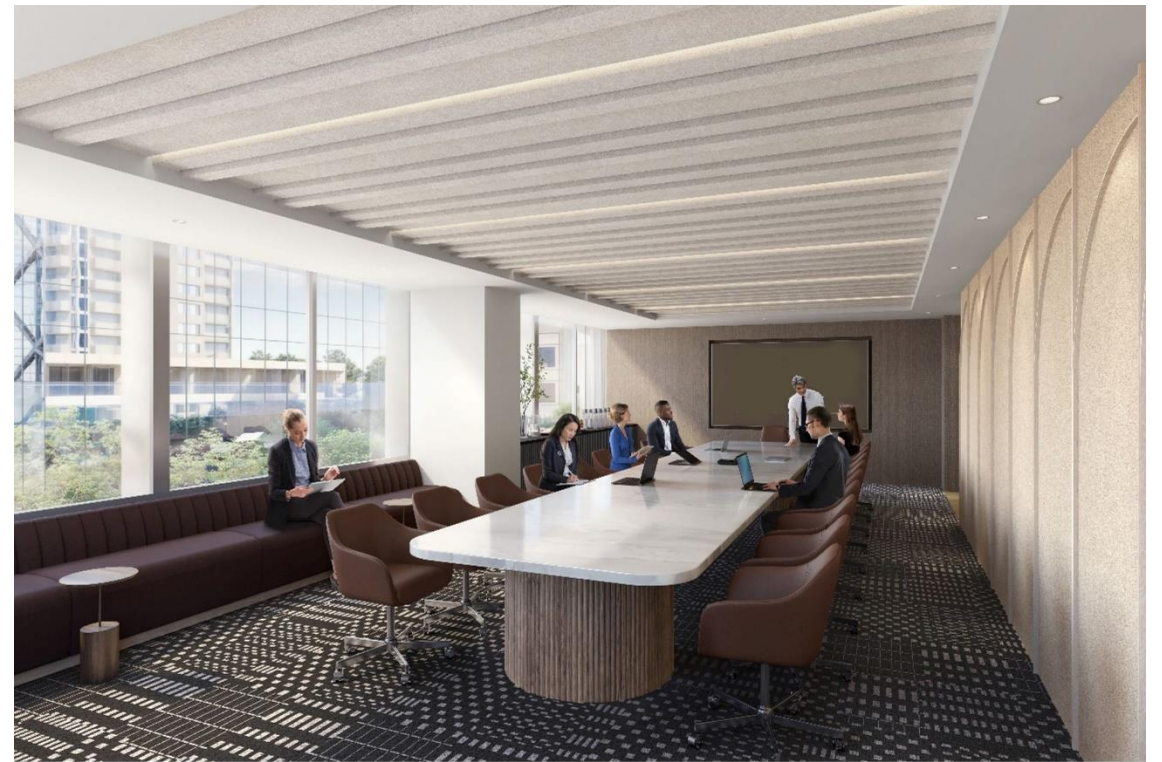
Confidential 28,000RSF Amenity Floor in Downtown SF High Rise  
(Construction scheduled to be complete 2025)





# Building Amenity Projects

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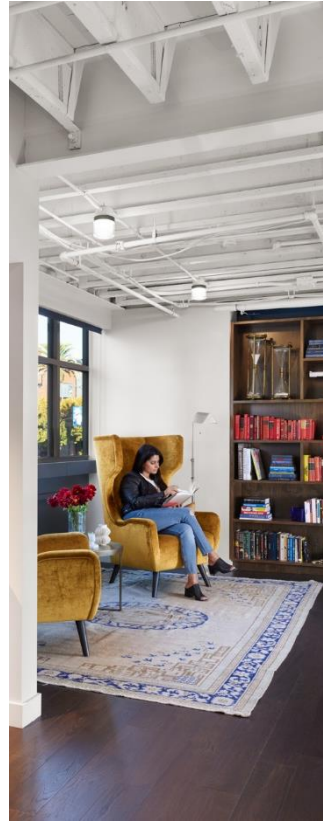
# Building Amenity Projects

## 550 California Amenity Concept



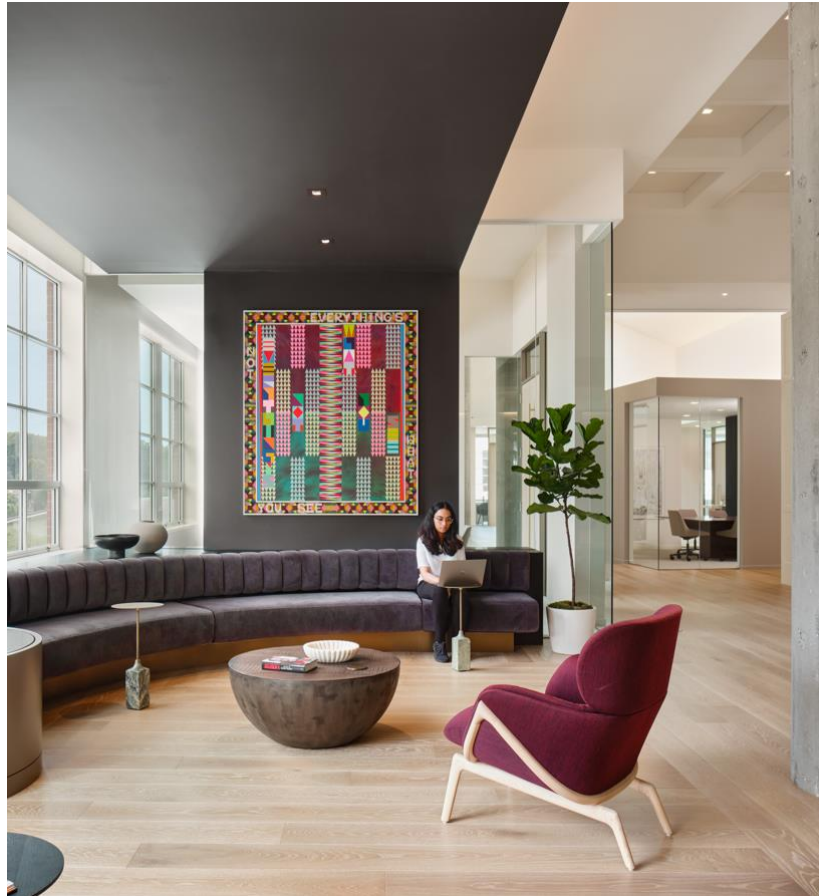


# Hospitality Program





# Hospitality Program





# Food & Beverage/Hospitality Program





# Food & Beverage/Hospitality Program



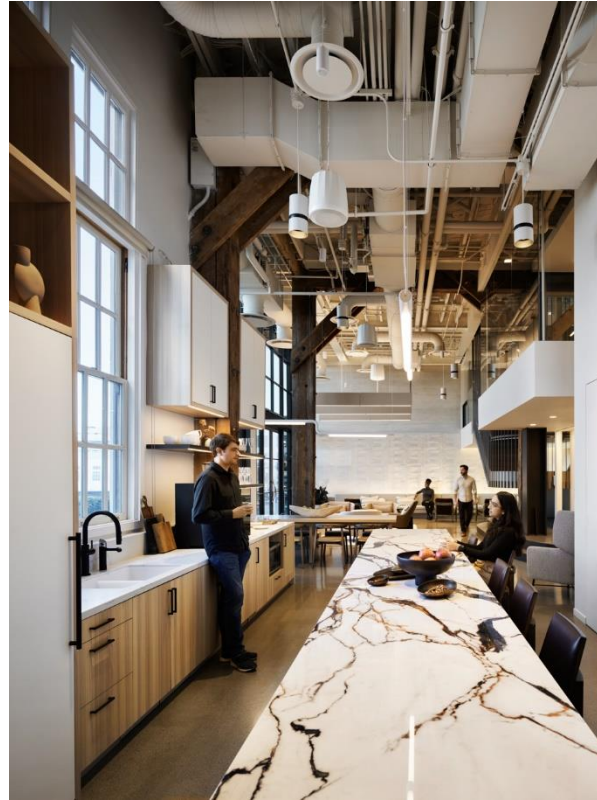


# Food & Beverage/Hospitality Program

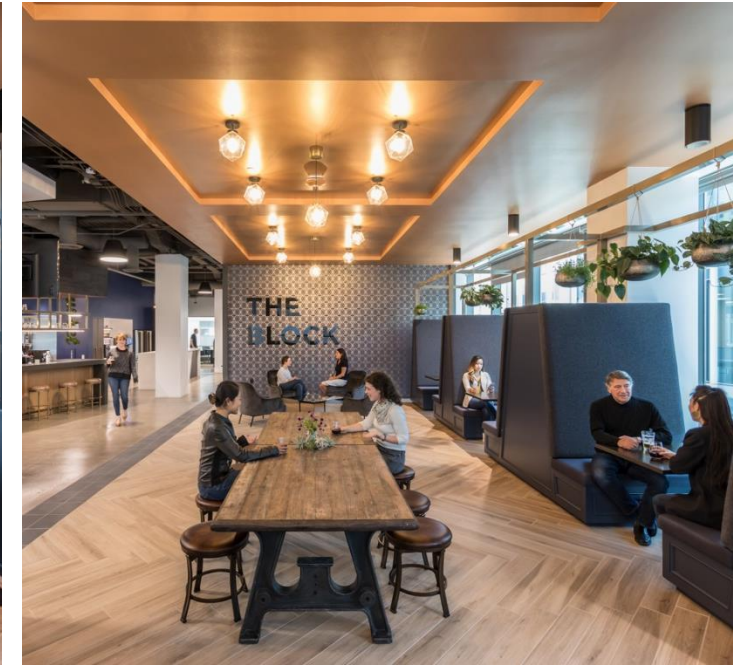




# Food & Beverage/Hospitality Program

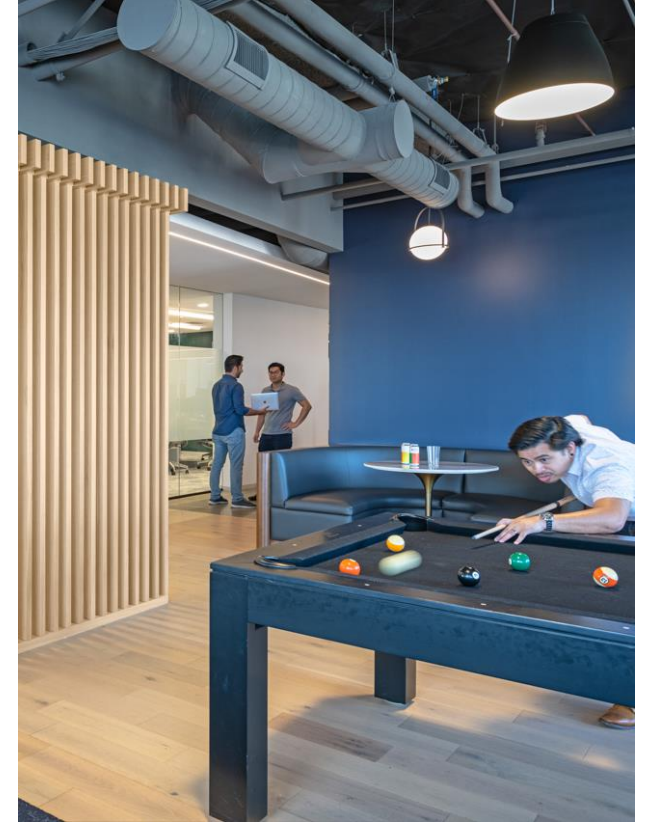
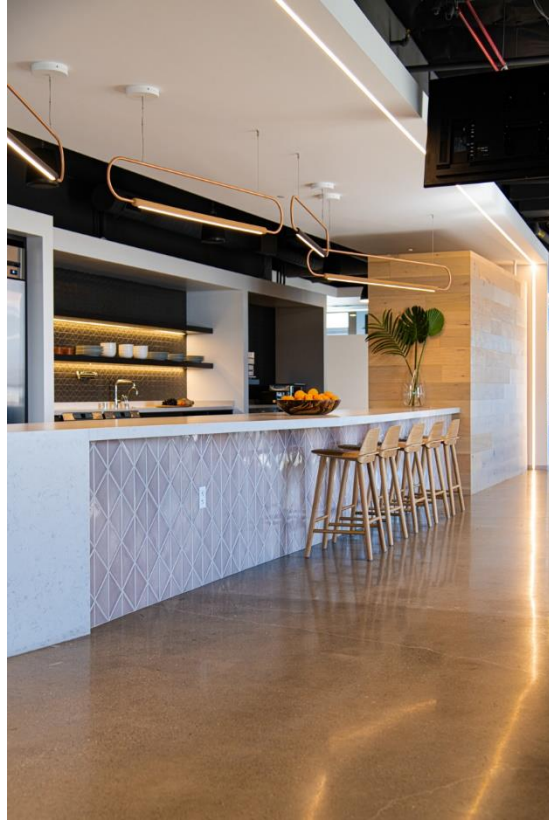


# Food & Beverage/Hospitality Program



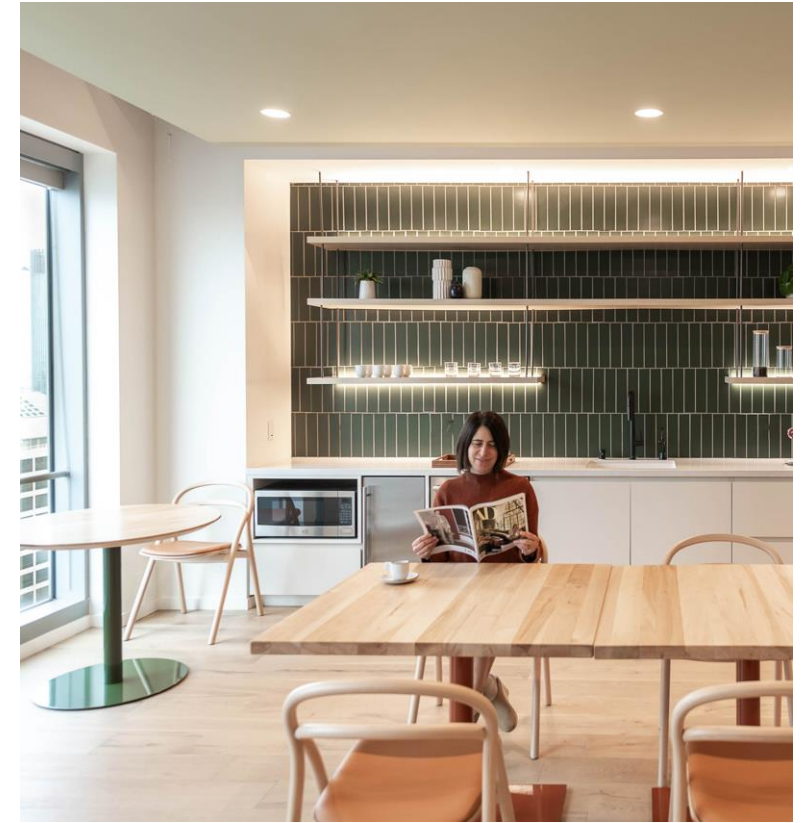


# Food & Beverage/Hospitality Program

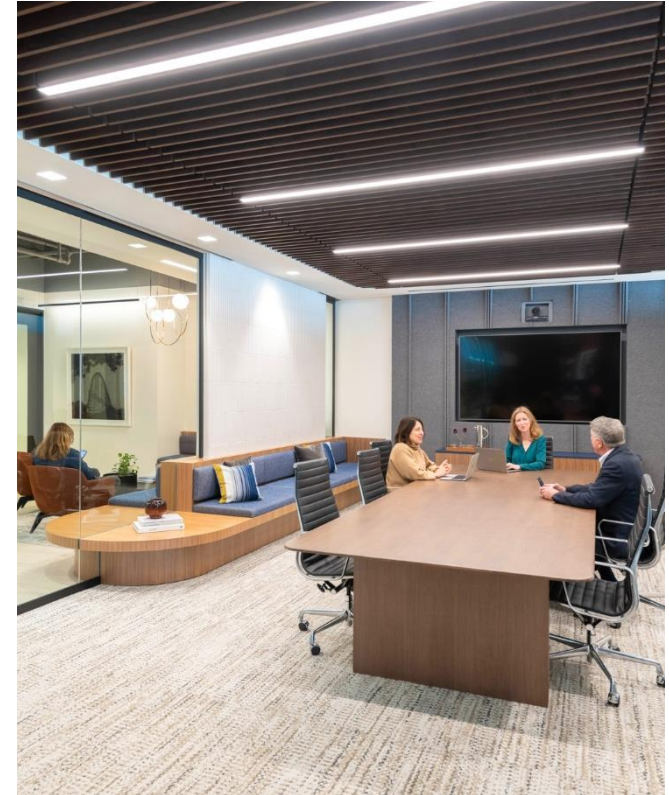
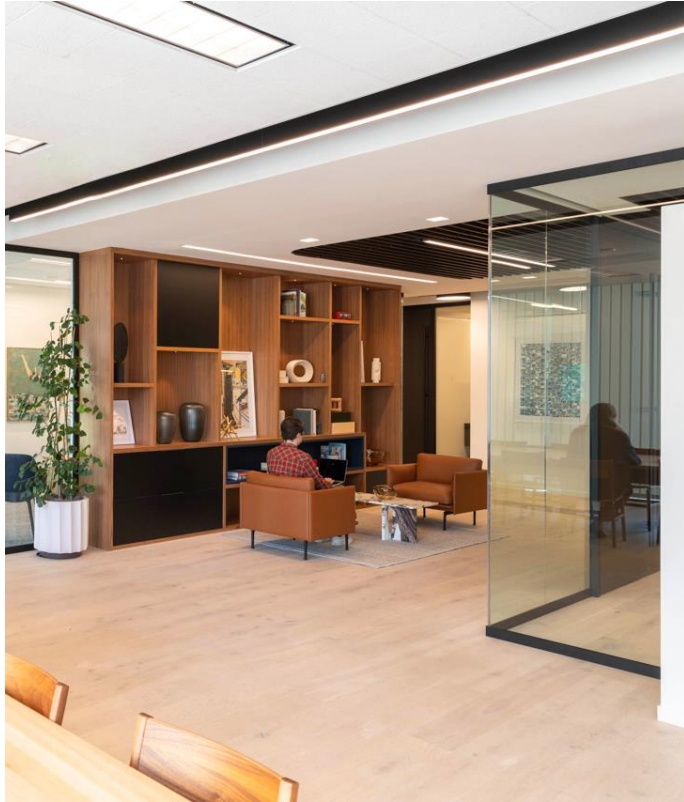




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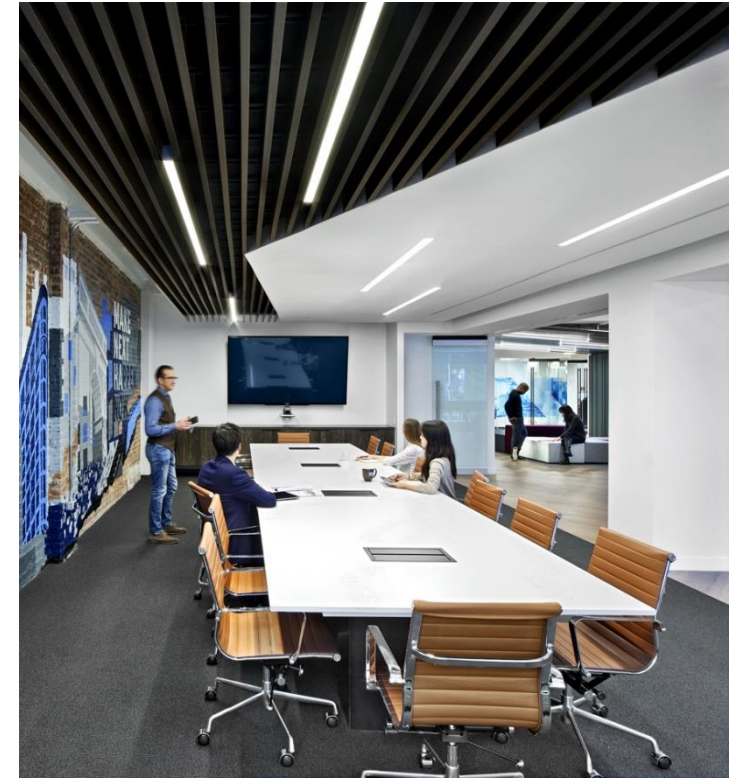


# Conference Center Program



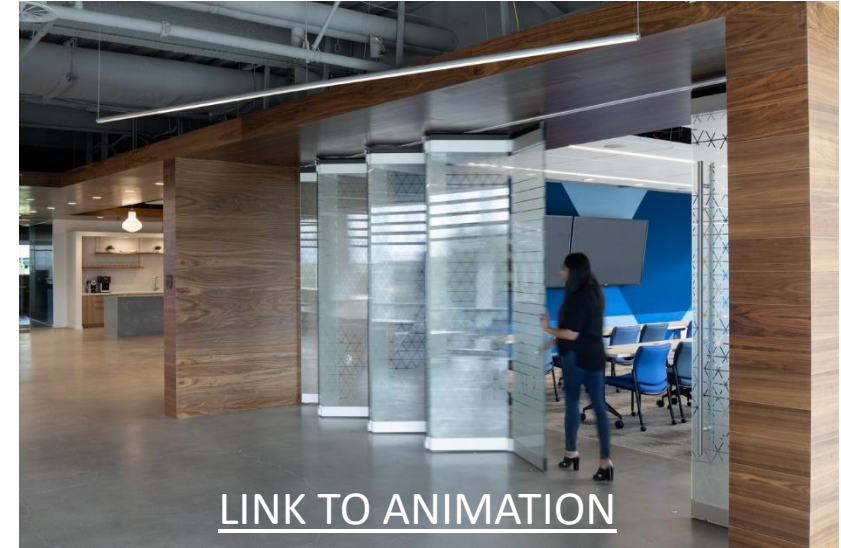


# Conference Center Program



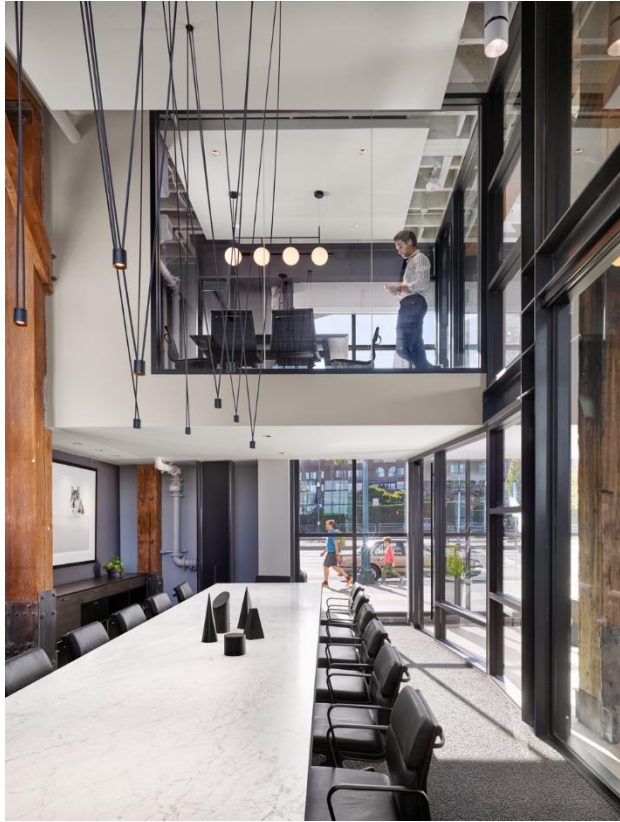


# Conference Center Program



[LINK TO ANIMATION](#)

# Conference Center Program





# Conference Center Program



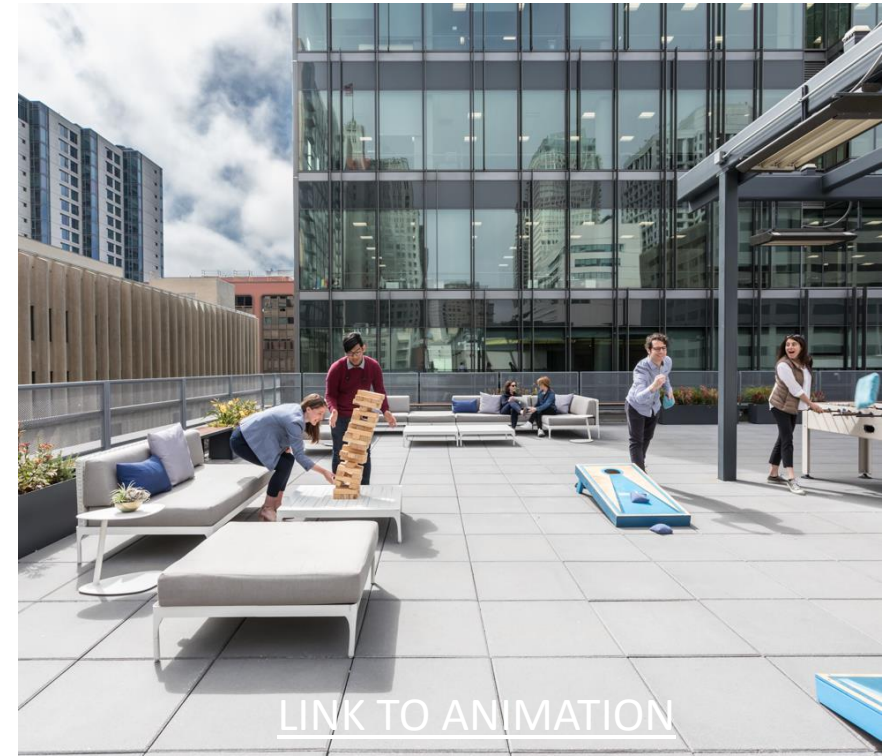
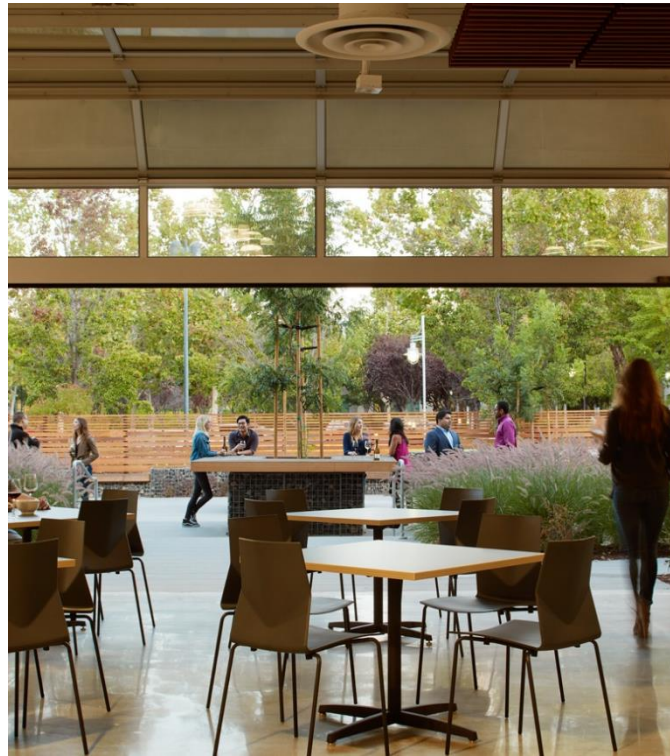


# Conference Center Program





# Roof Deck & Exterior Program





# Roof Deck & Exterior Program



# Project Portfolio

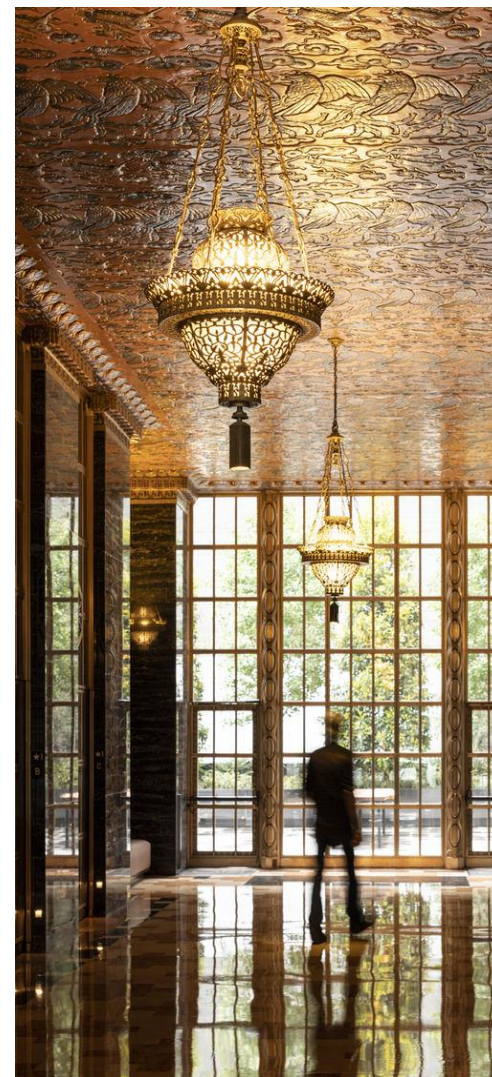




# 140 New Montgomery

San Francisco, CA





140 New Montgomery, San Francisco, CA

**FENNIE+MEHL** Architects

94,202 SF

Spec suites, tenant turnkey projects, potential tenant test fits

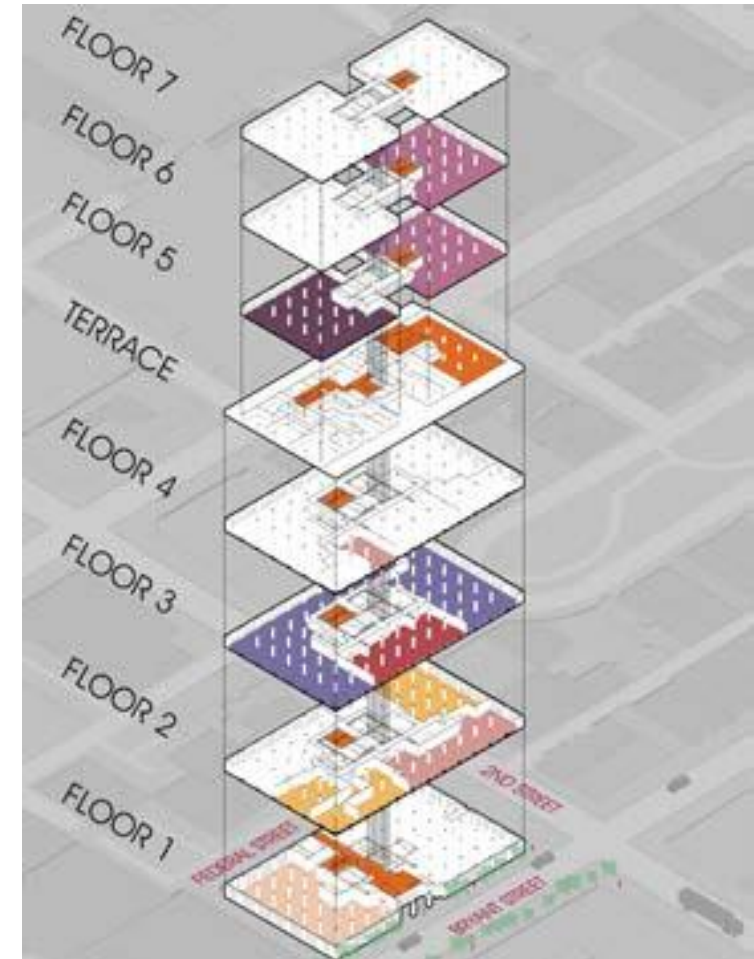




501 2nd

San Francisco, CA





501 2<sup>nd</sup>, San Francisco, CA

**FENNIE+MEHL** Architects

248,888 SF

Tenant amenities, building upgrades, leasing strategy, and spec suites





501 2<sup>nd</sup>, San Francisco, CA

**FENNIE+MEHL** Architects



248,888 SF

Tenant amenities, building upgrades, leasing strategy, and spec suites





# 901 Battery

San Francisco, CA





901 Battery, San Francisco, CA

FENNIE+MEHL Architects

92,465 SF

Building repositioning, lobby upgrades, seismic upgrades and renovation



901 Battery, San Francisco, CA

**FENNIE+MEHL** Architects



92,465 SF

Building repositioning, lobby upgrades, seismic upgrades and renovation





901 Battery, San Francisco, CA

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92,465 SF

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# • 2101 Mission

• San Francisco, CA





2101 Mission, San Francisco, CA

**FENNIE+MEHL** Architects

132,123 SF

Building repositioning, historic preservation, interior renovations,  
mixed use zoning of 37% retail, 36% office, 27% PDR



2101 Mission, San Francisco, CA

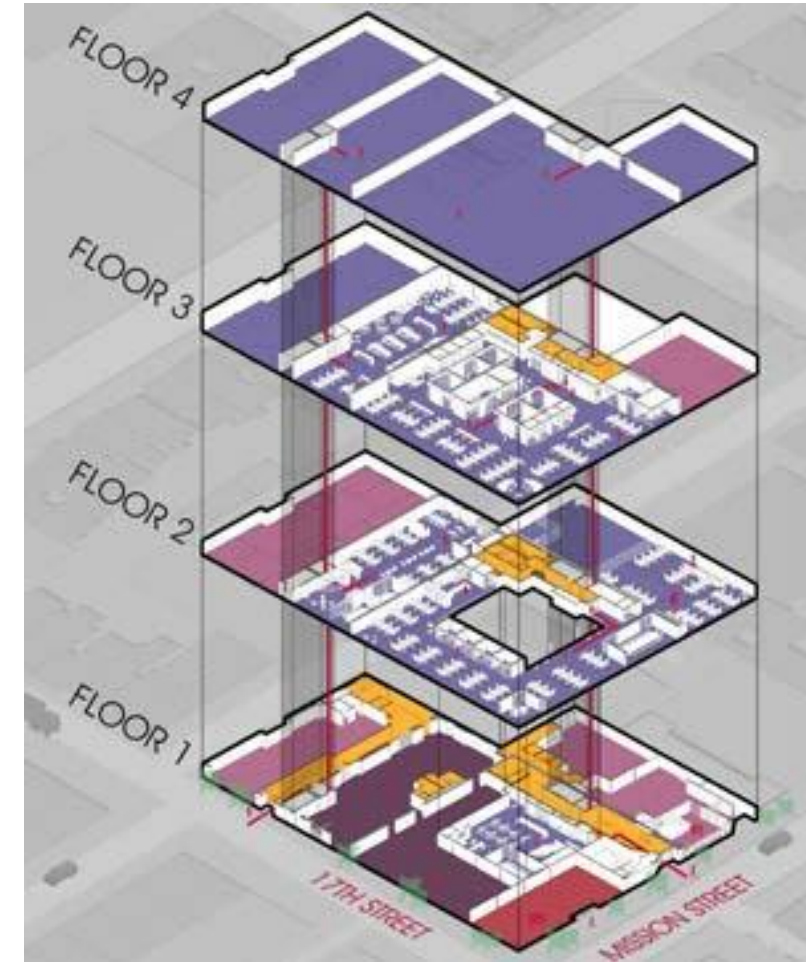
**FENNIE+MEHL** Architects



132,123 SF

Building repositioning, historic preservation, interior renovations,  
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2101 Mission, San Francisco, CA

**FENNIE+MEHL** Architects

132,123 SF

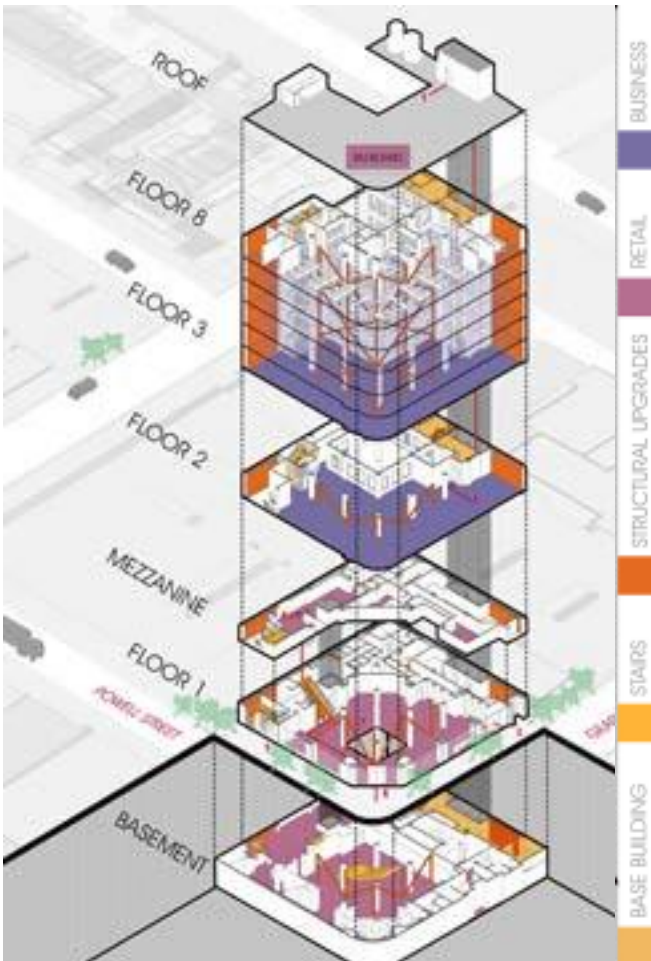
Building repositioning, historic preservation, interior renovations,  
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# 323 Geary

San Francisco, CA



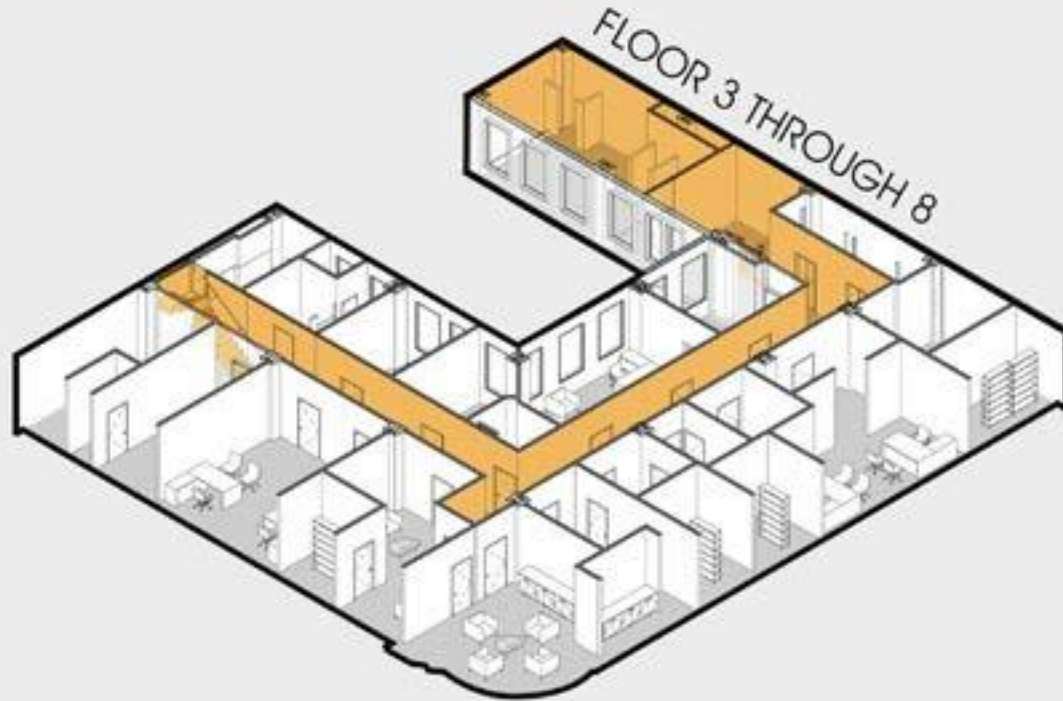


323 Geary, San Francisco, CA

FENNIE+MEHL Architects

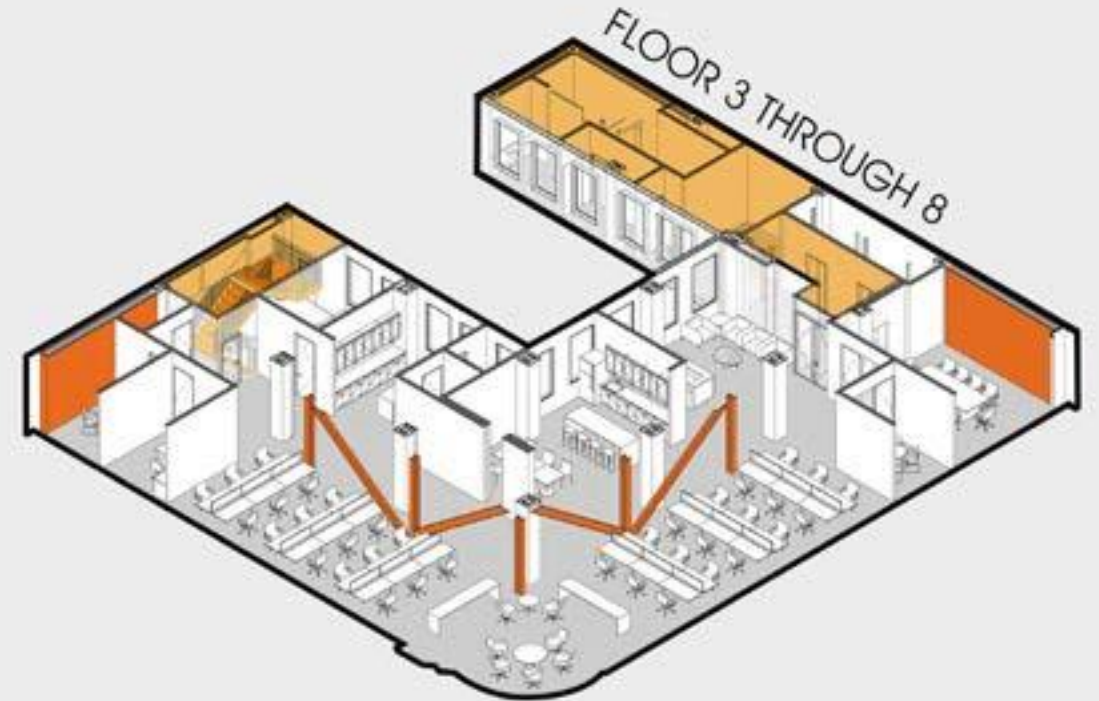
109,982 SF

Historic building repositioning, due diligence, feasibility studies, early market analysis, real-estate strategy, and pro forma



EXISTING FLOOR PLATE

BASE BUILDING



PROPOSED FLOOR PLATE

BASE BUILDING STRUCTURAL UPGRADES

323 Geary, San Francisco, CA

FENNIE+MEHL Architects

109,982 SF

Historic building repositioning, due diligence, feasibility studies,  
early market analysis, real-estate strategy, and pro forma



# Presidio Golf & Concordia Club

San Francisco, CA





Presidio Golf & Concordia Club, San Francisco, CA

**FENNIE+MEHL** Architects



23,000 SF

Historic building repositioning, interior renovations,  
private club, fitness center, and structural upgrades





Presidio Golf & Concordia Club, San Francisco, CA

**FENNIE+MEHL** Architects



23,000 SF

Historic building repositioning, interior renovations,  
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Presidio Golf & Concordia Club, San Francisco, CA

**FENNIE+MEHL** Architects

23,000 SF

Historic building repositioning, interior renovations,  
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# Retail Broker Flier

King Street, San Francisco, CA

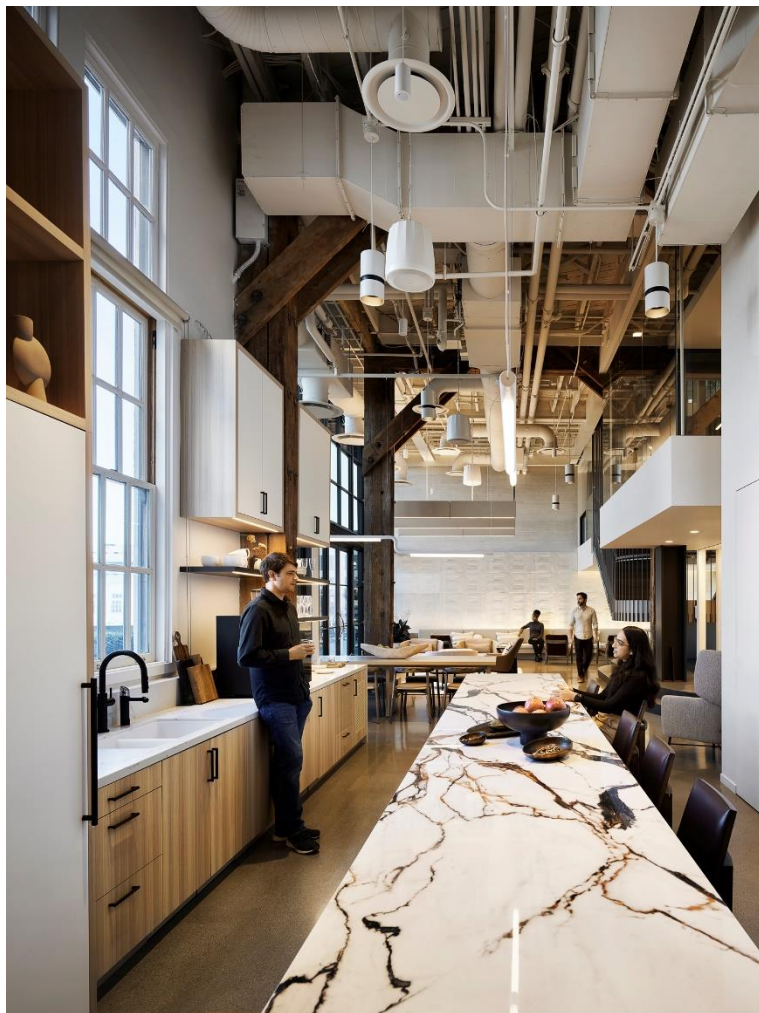


FENNIE+MEHL Architects

# Emergence Capital

San Francisco

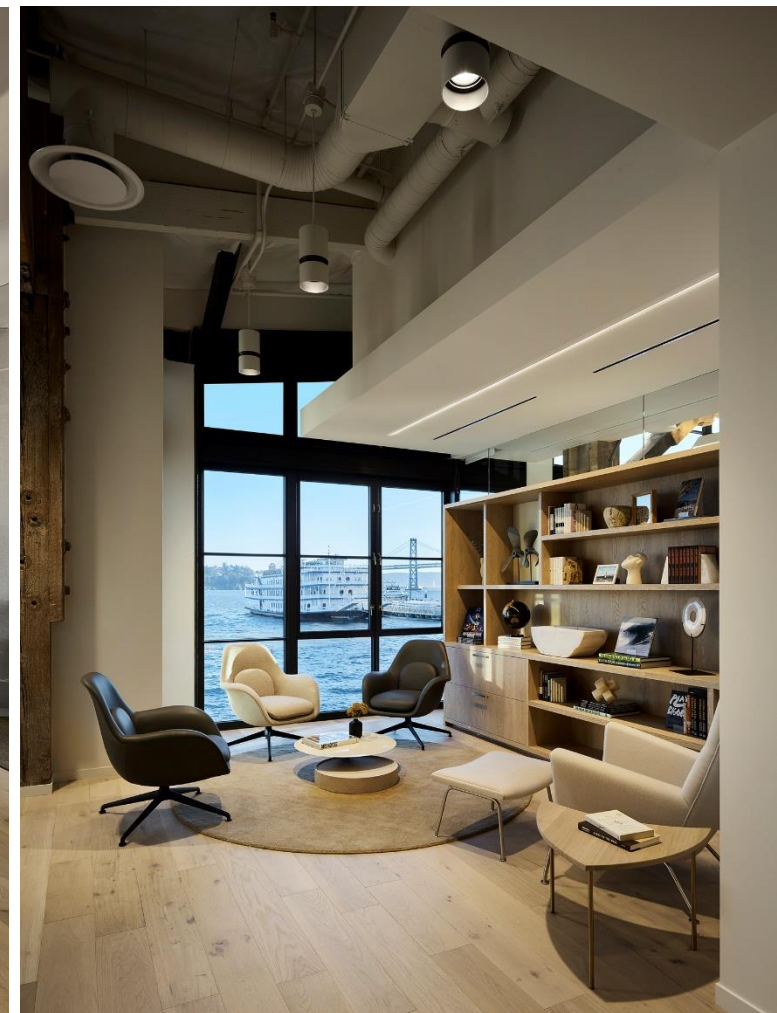
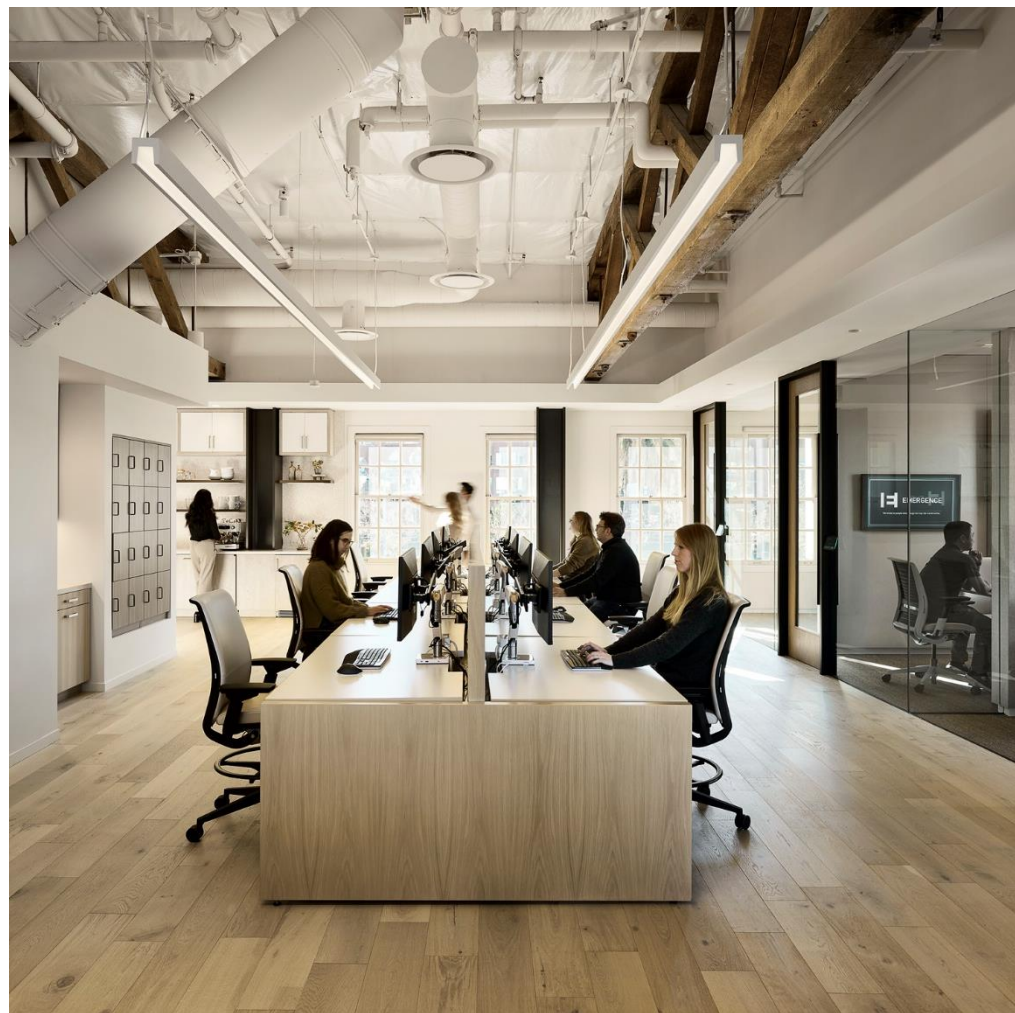








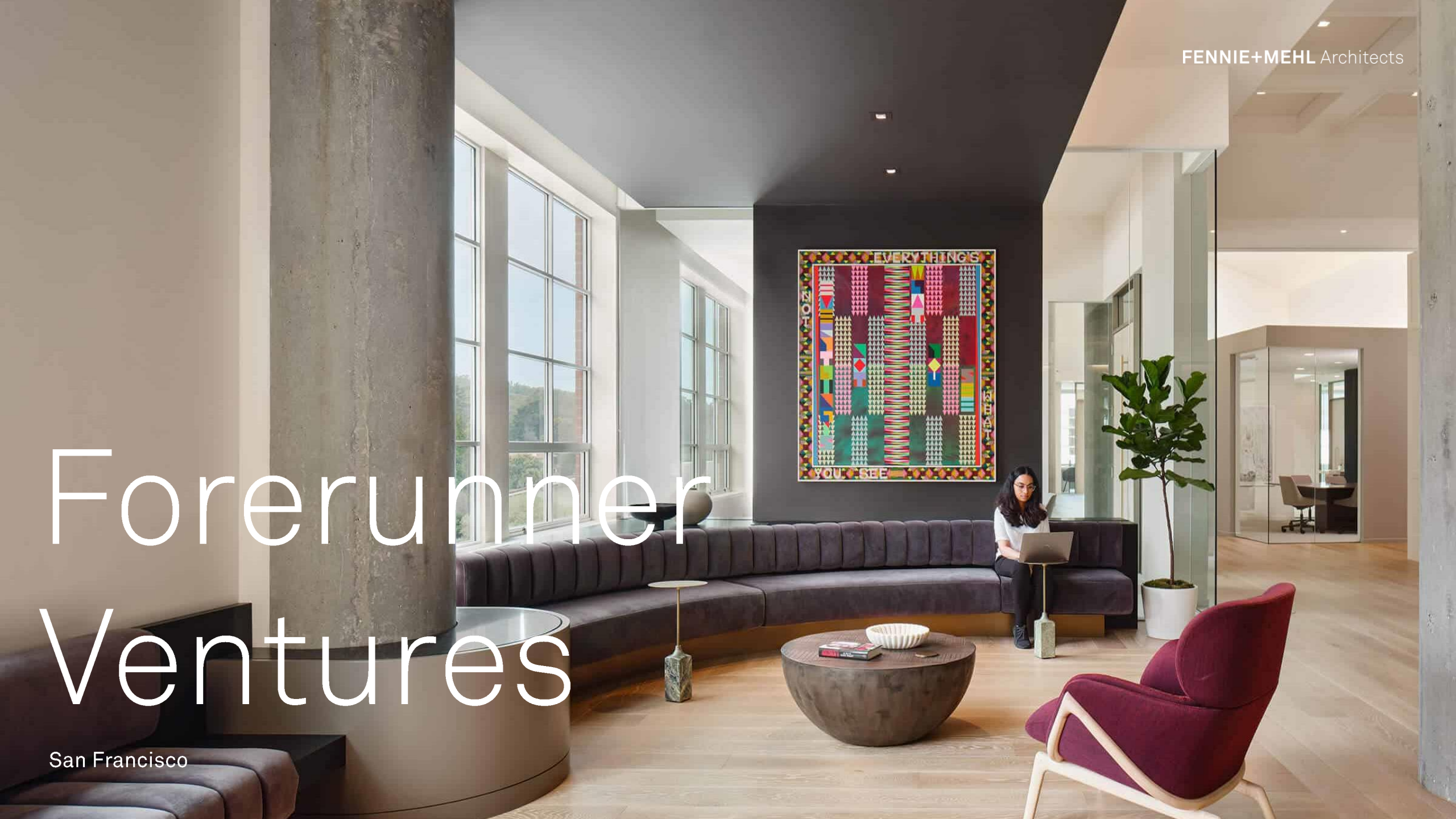






# Forerunner Ventures

San Francisco





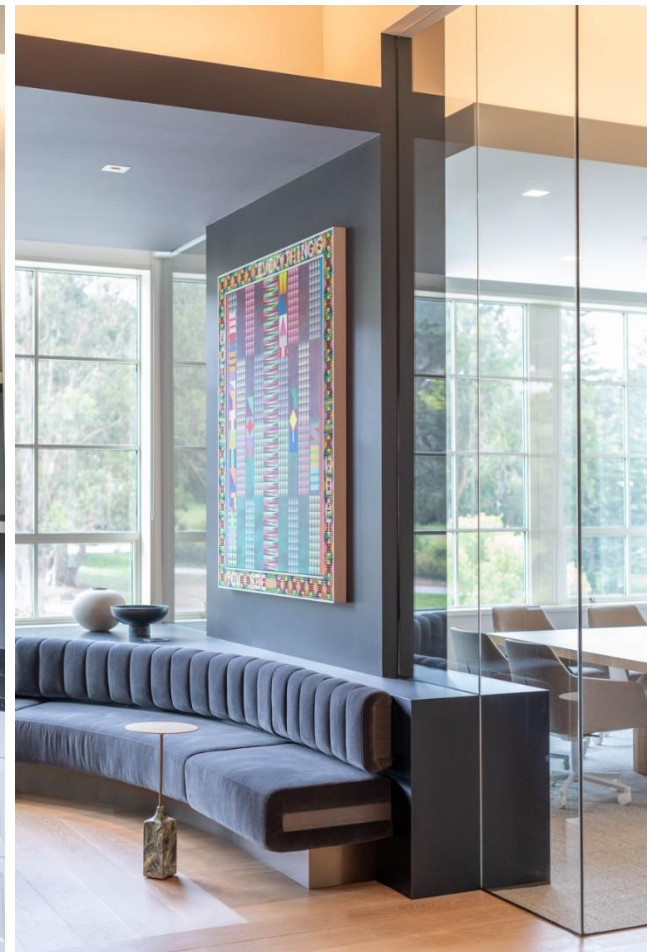


**Forerunner Ventures**  
San Francisco









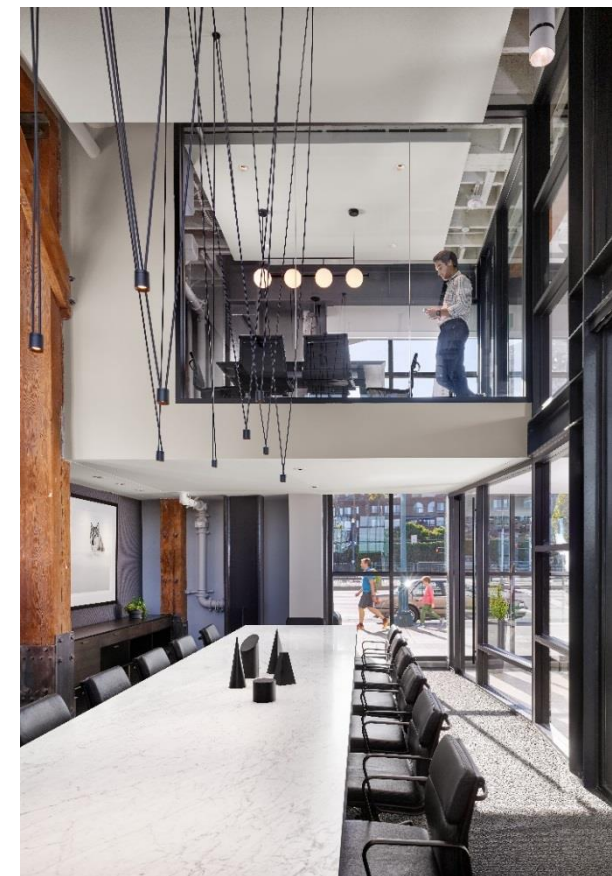




# Pier 5 - 8VC

San Francisco





**Pier 5 – 8VC**  
San Francisco









**Pier 5 – 8VC**  
San Francisco

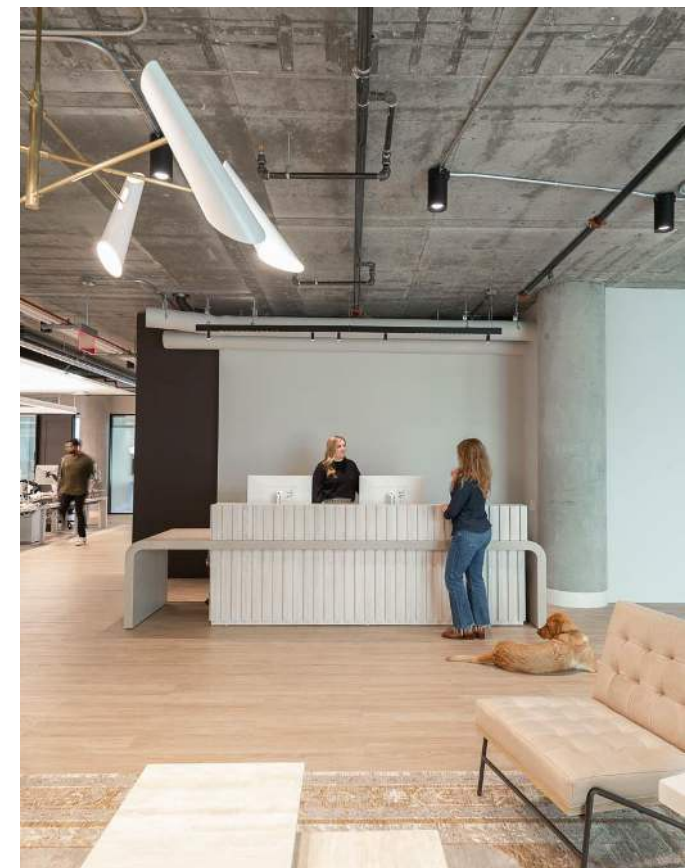
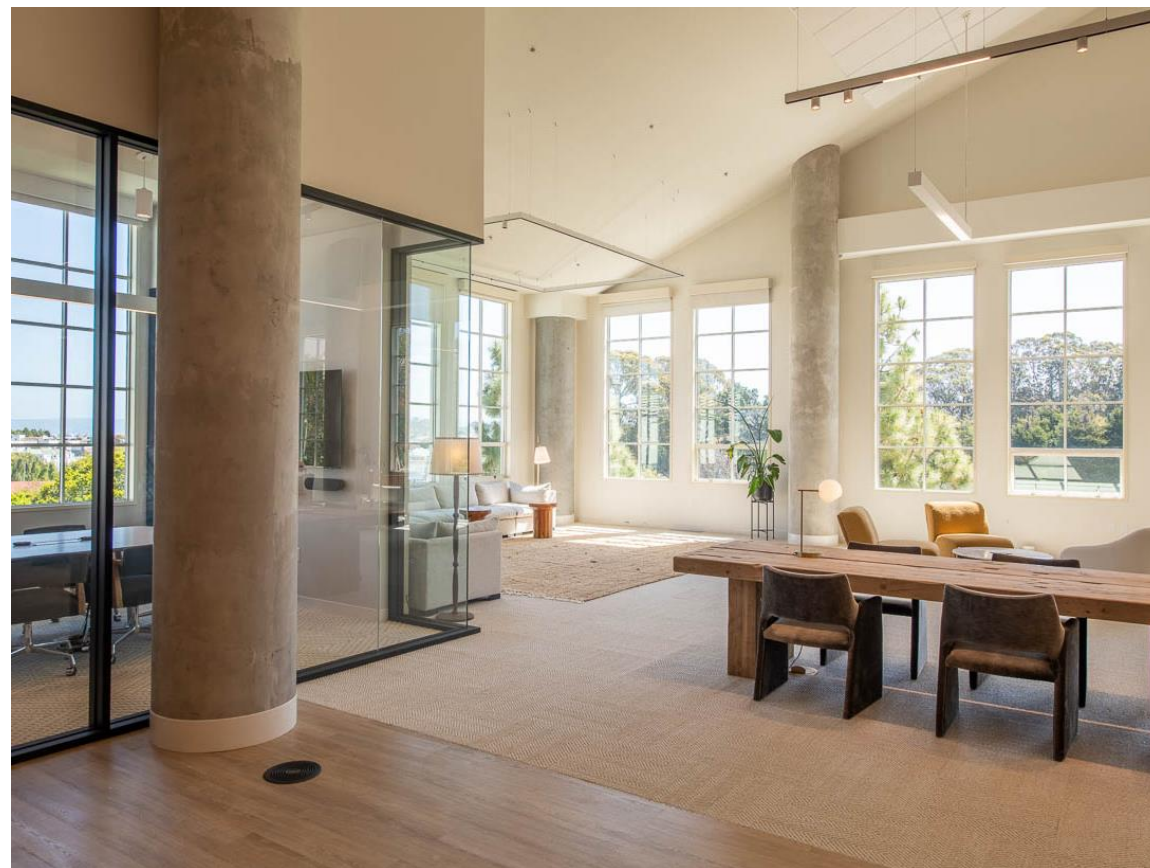


# Column

San Francisco











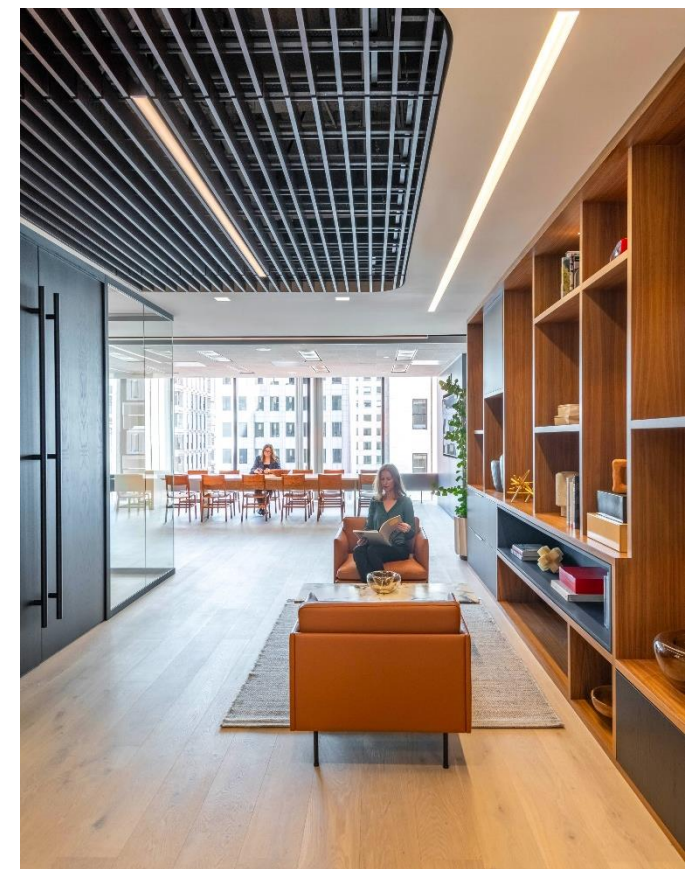




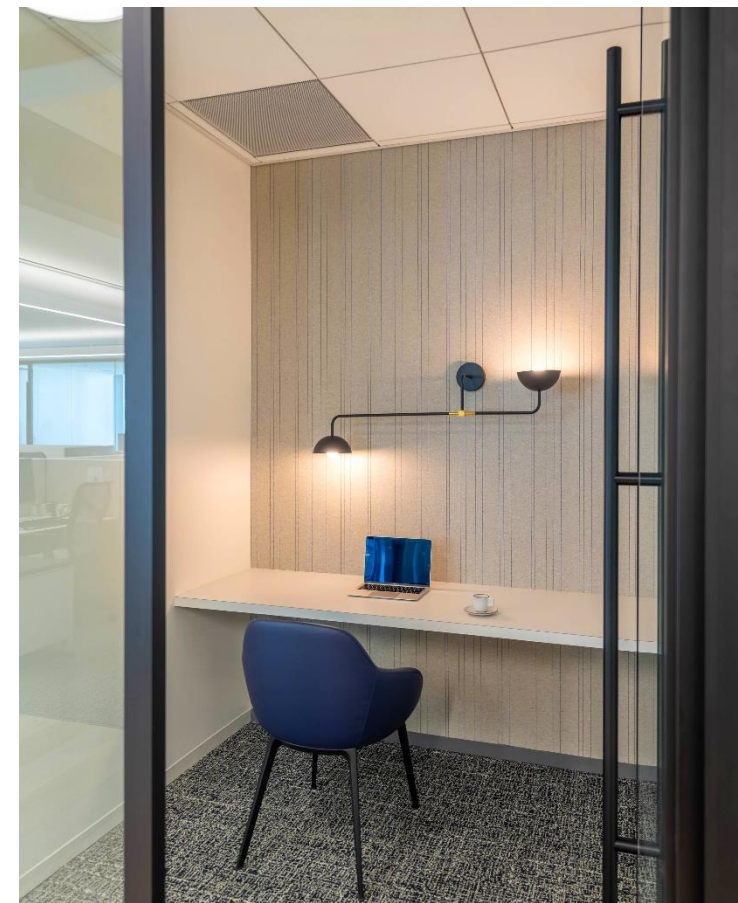
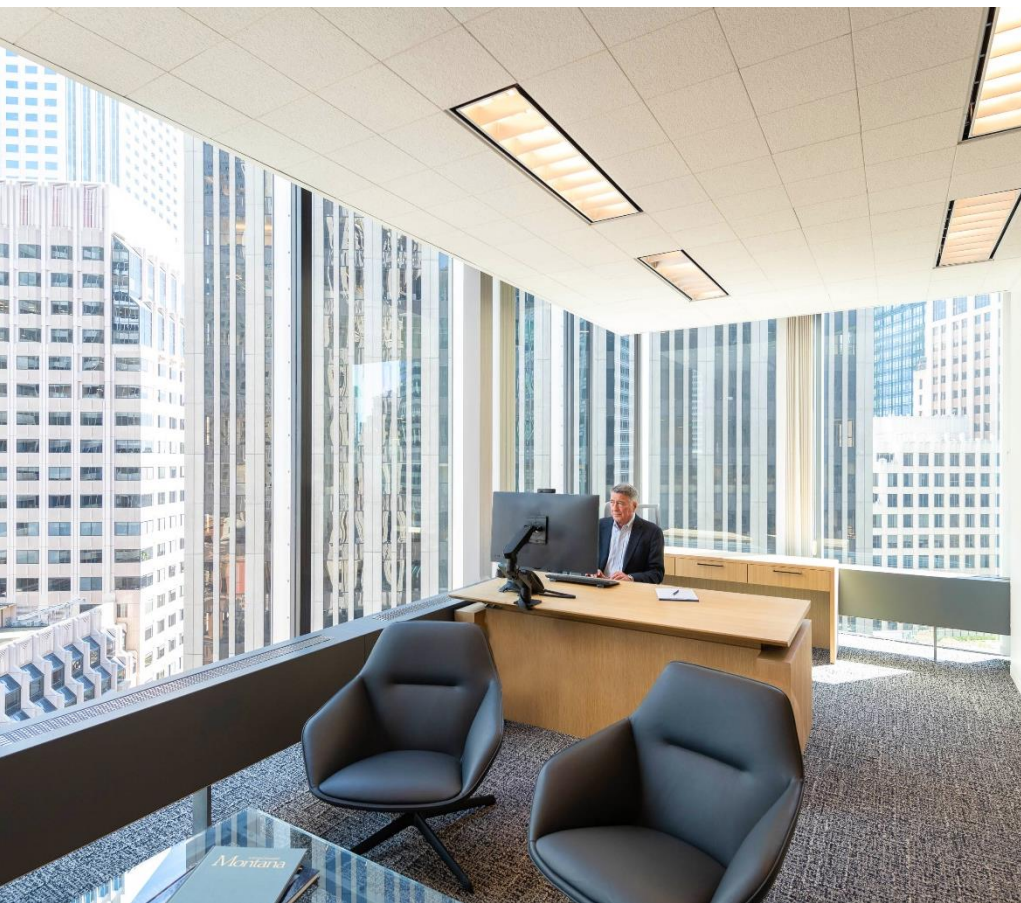
Rockpoint

San Francisco

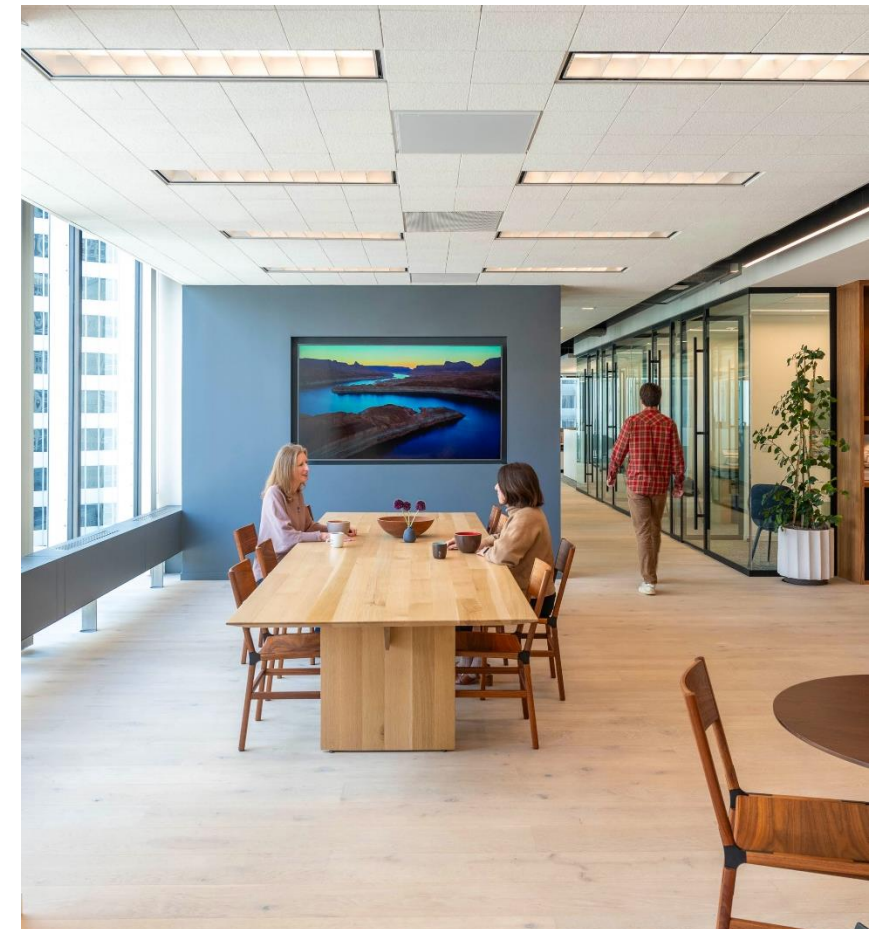












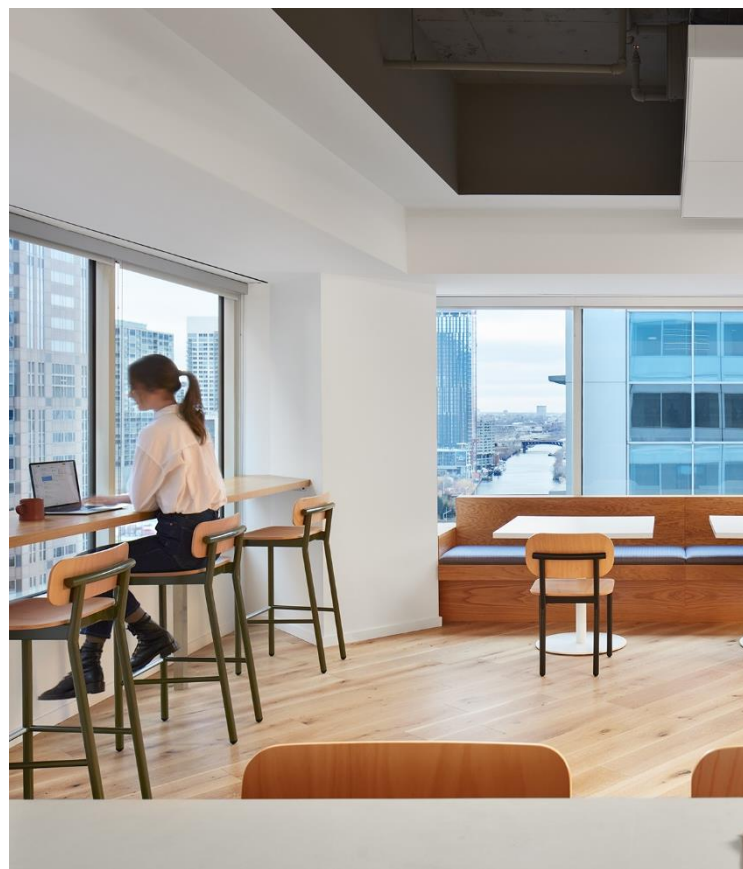




# T.Y. Lin International

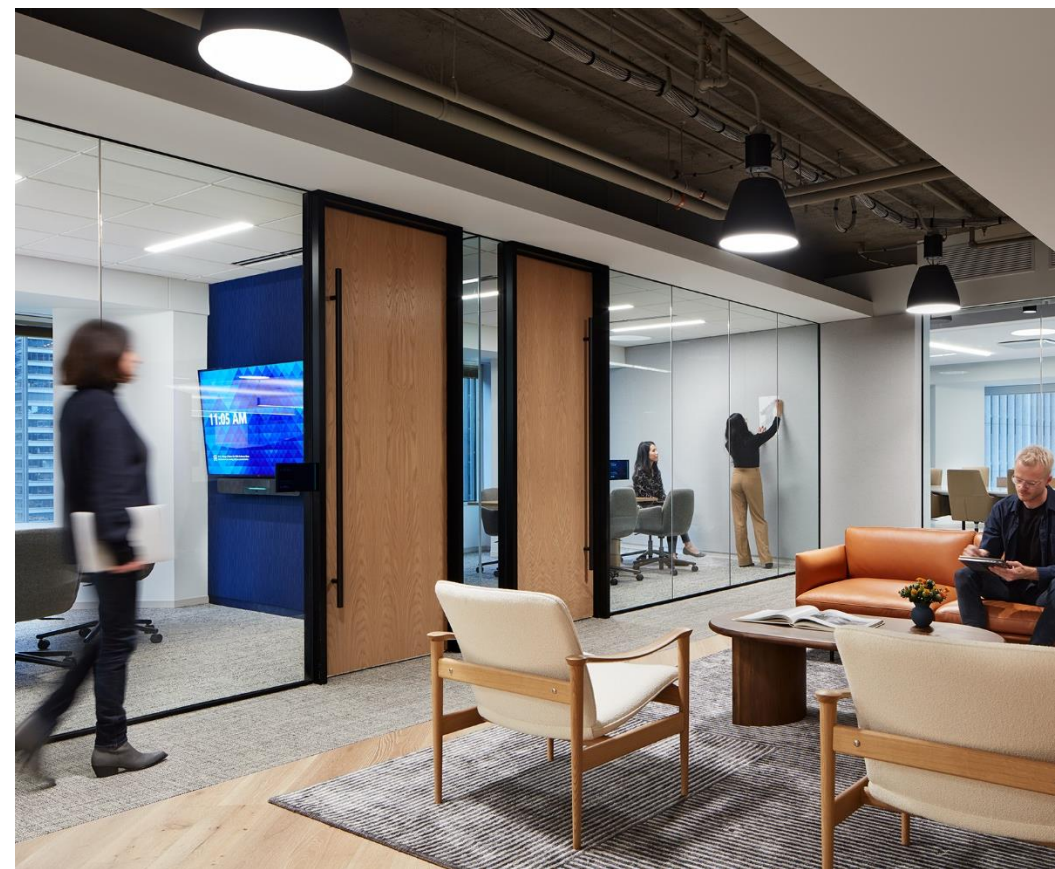
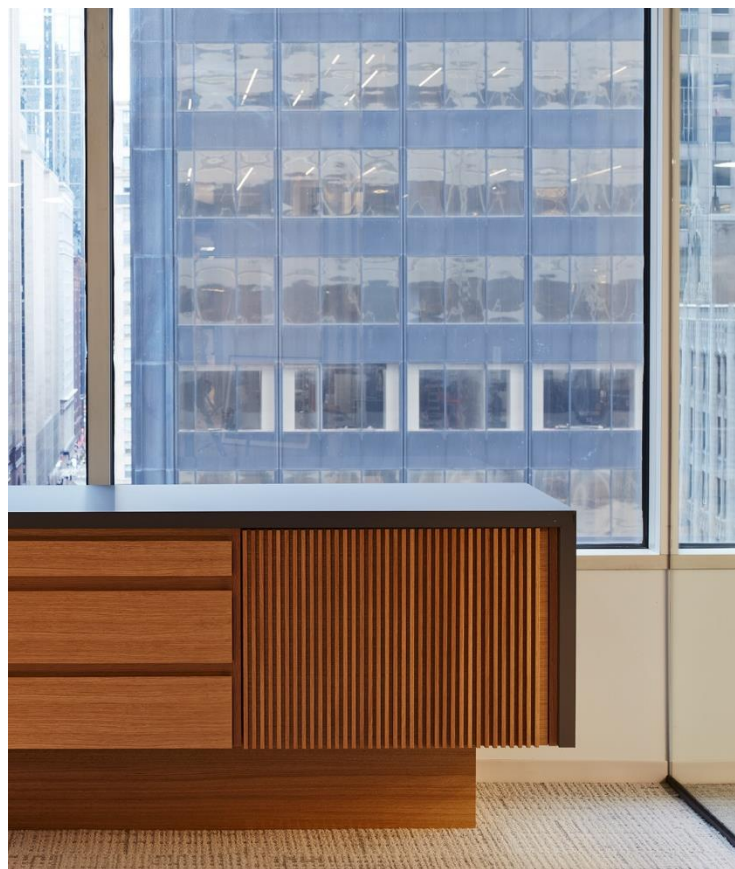
Chicago















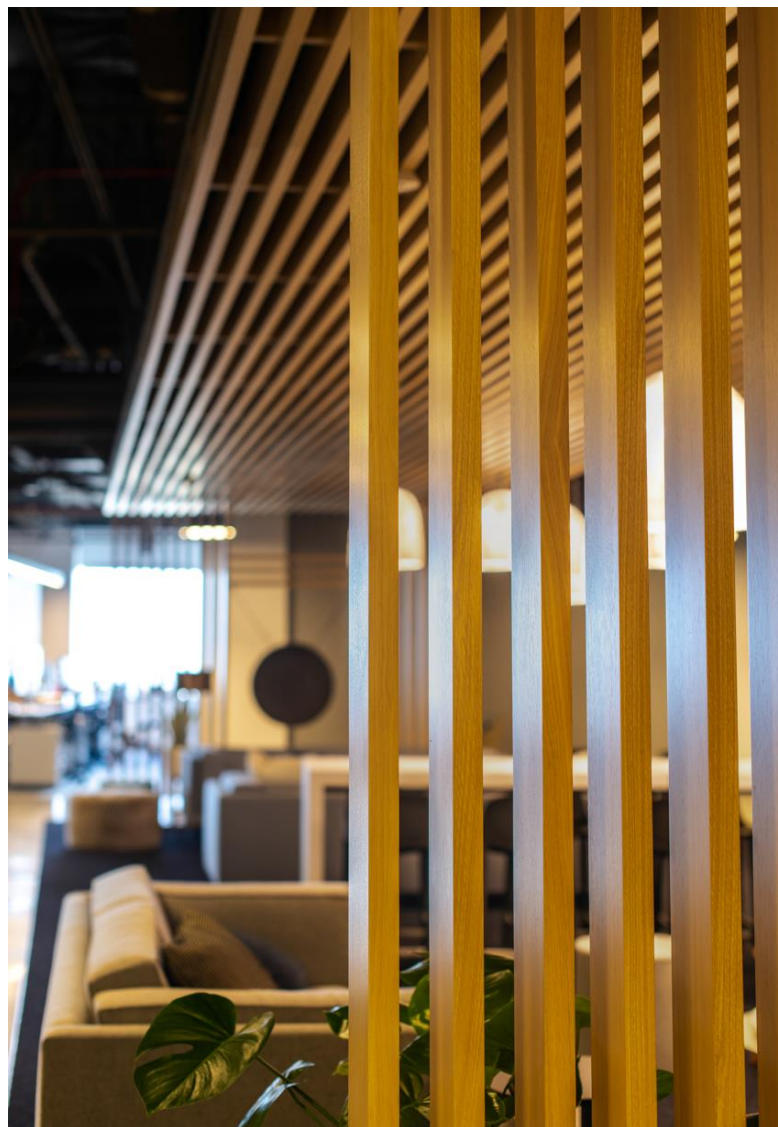
# Indeed

Foster City

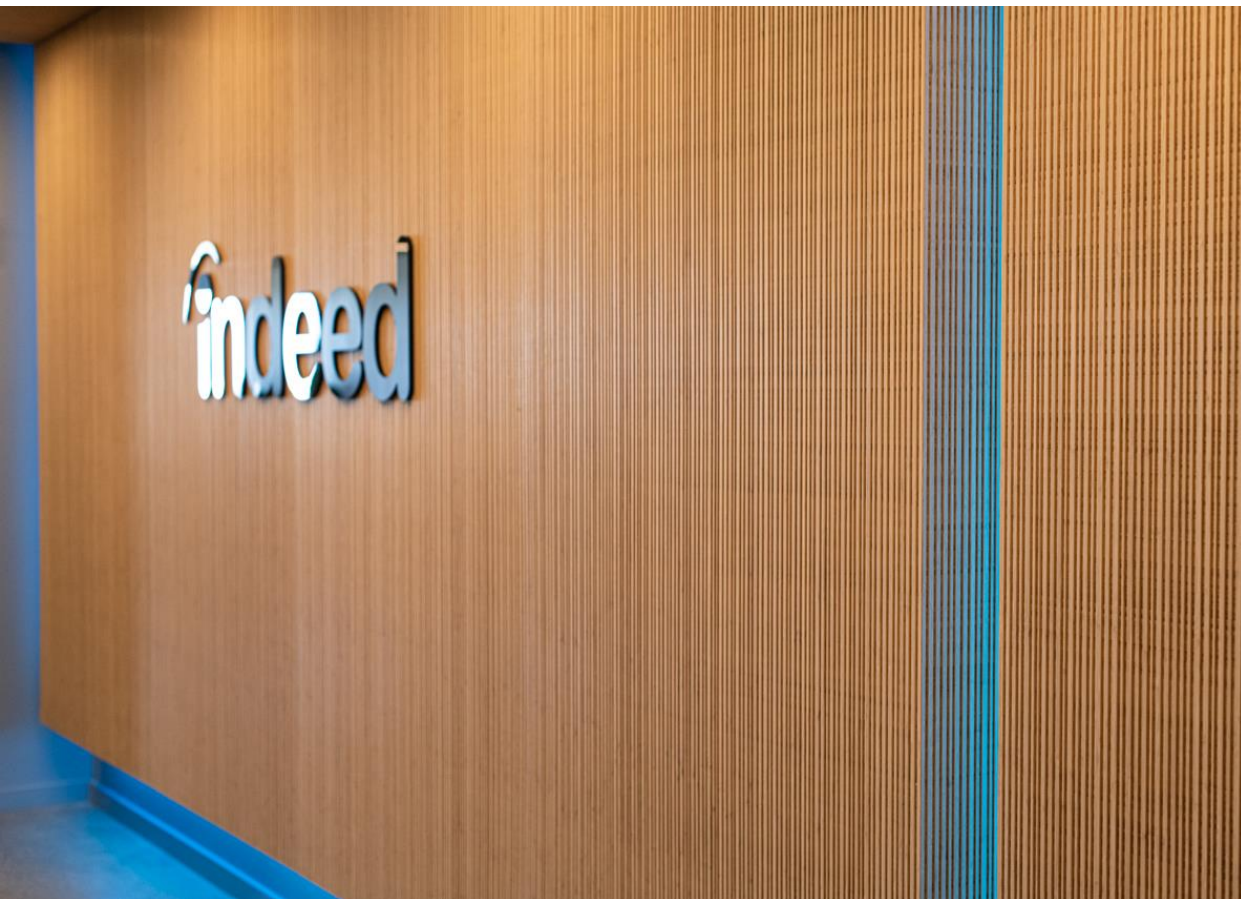




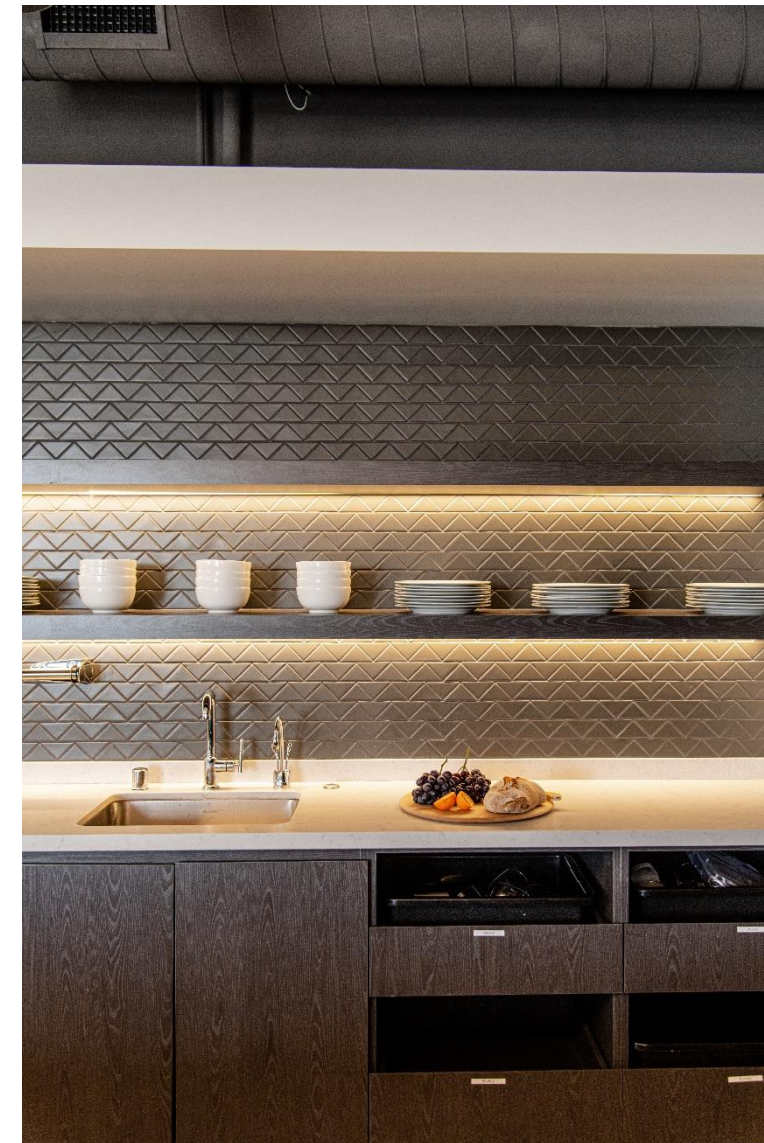
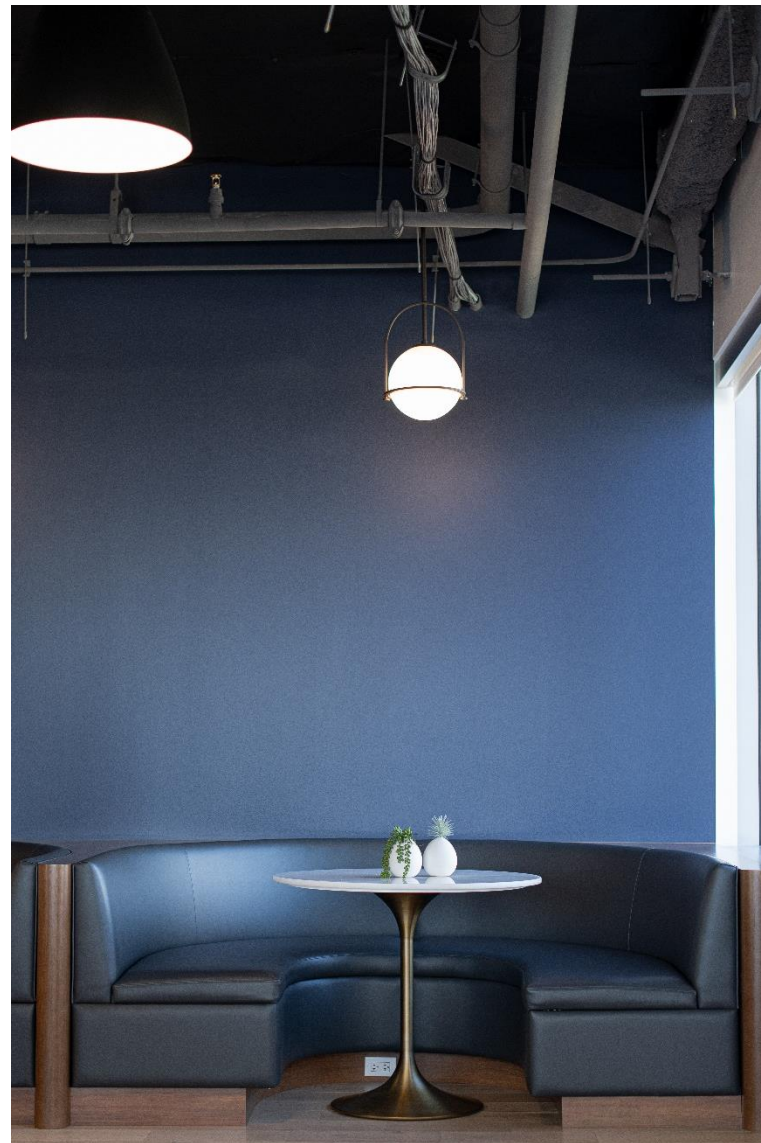
**Indeedy**  
Foster City

















# Github

San Francisco













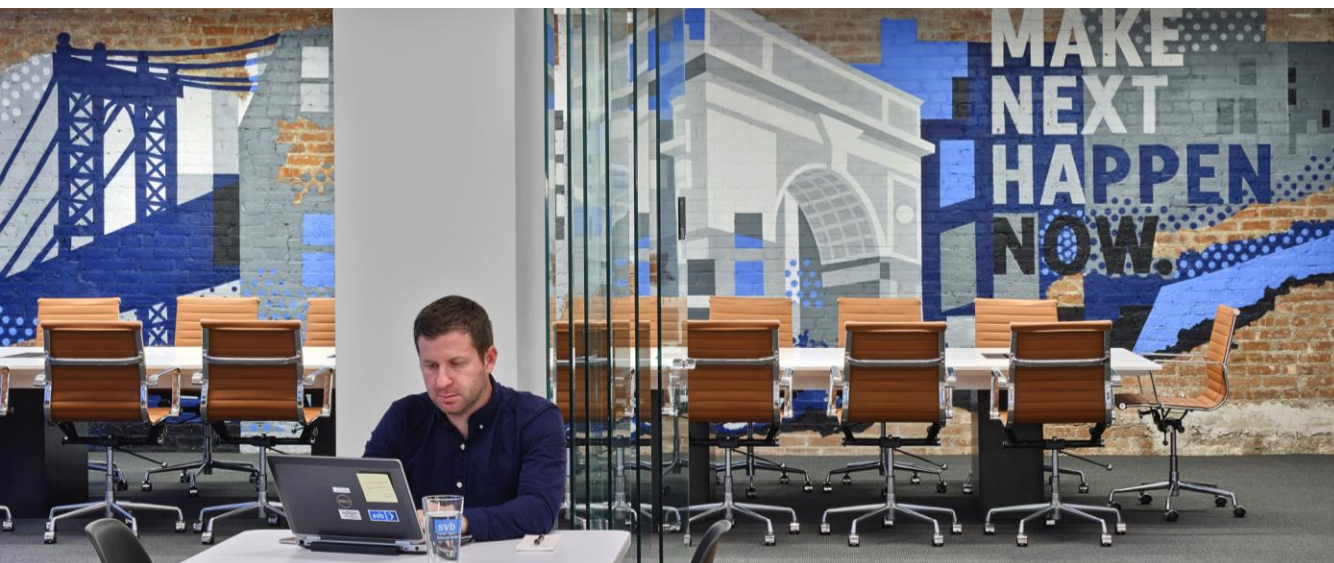


# Silicon Valley Bank

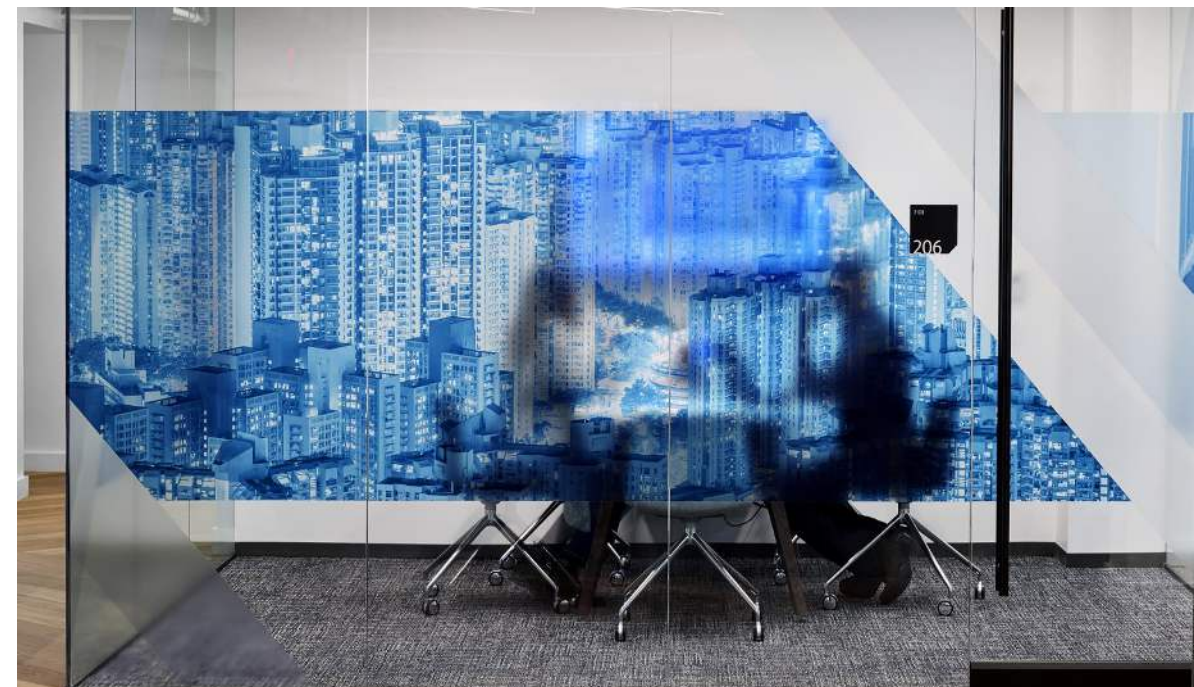
New York City







**Silicon Valley Bank**  
New York







**Silicon Valley Bank**  
New York





# Silicon Valley Bank

Salt Lake City





**Silicon Valley Bank**  
Salt Lake City







# Silicon Valley Bank

San Francisco













# Jones Hall

San Francisco



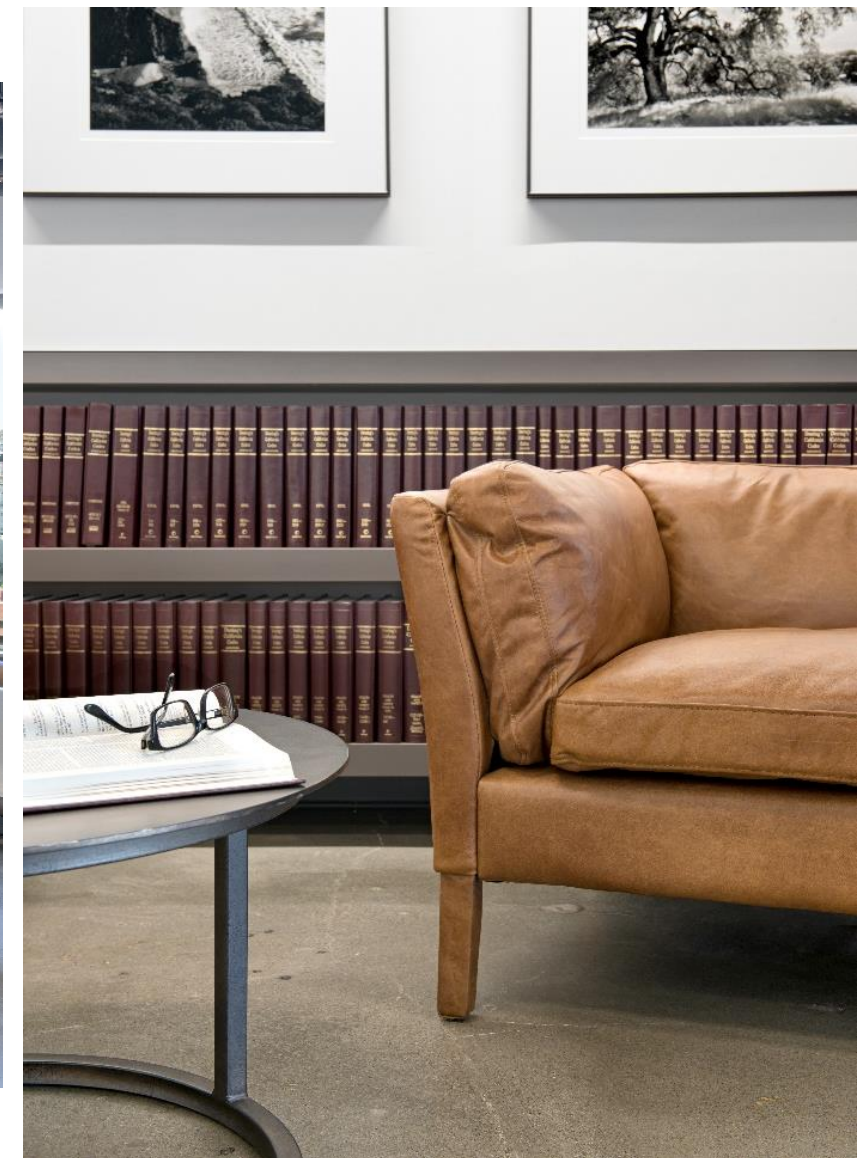








Jones Hall  
San Francisco





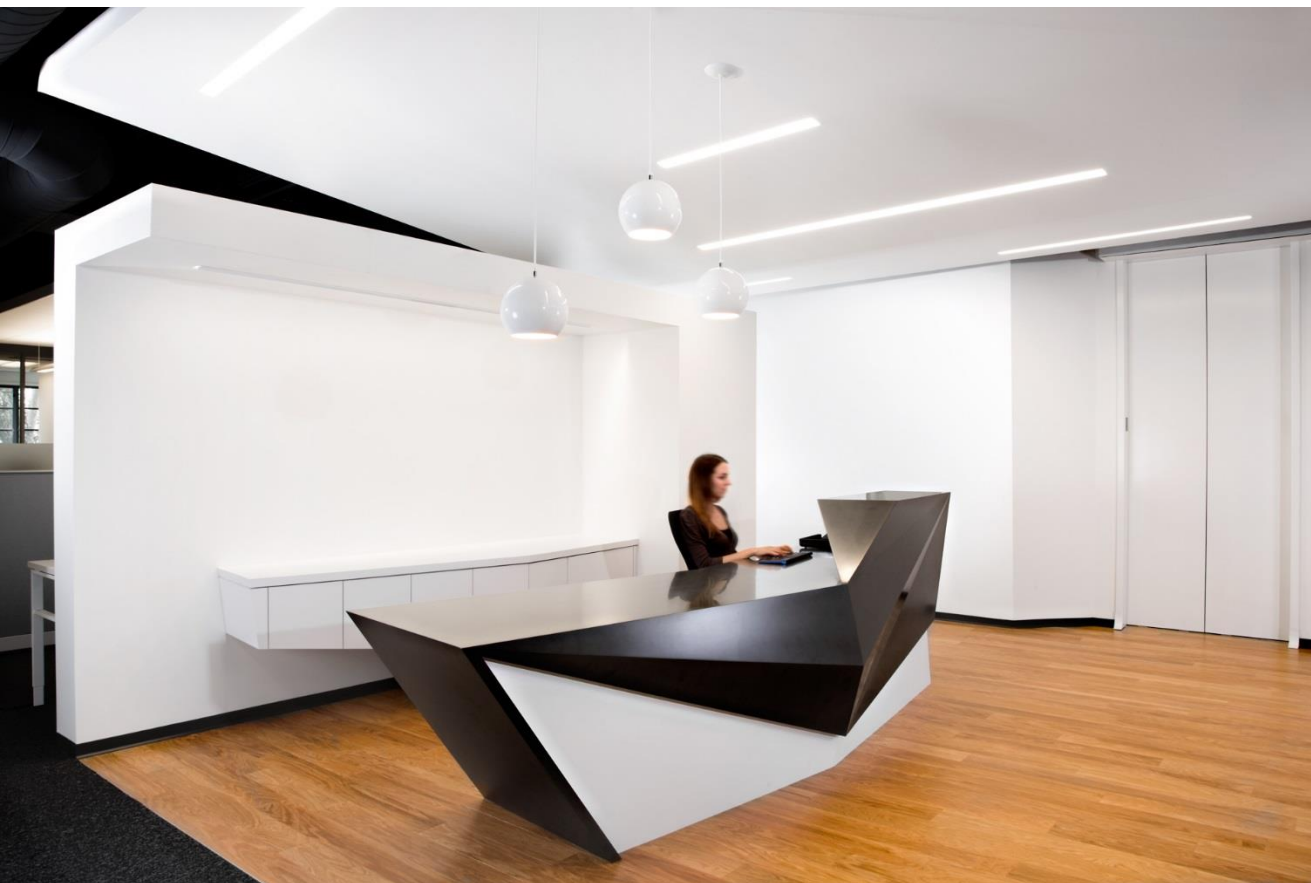




# Jackson Square Aviation

San Francisco





**Jackson Square Aviation**  
San Francisco





**Jackson Square Aviation**  
San Francisco





**Jackson Square Aviation**  
San Francisco



# Presidio Golf & Concordia Club

San Francisco





**Presidio Golf & Concordia Club**  
San Francisco





**Presidio Golf & Concordia Club**  
San Francisco





**Presidio Golf & Concordia Club**  
San Francisco



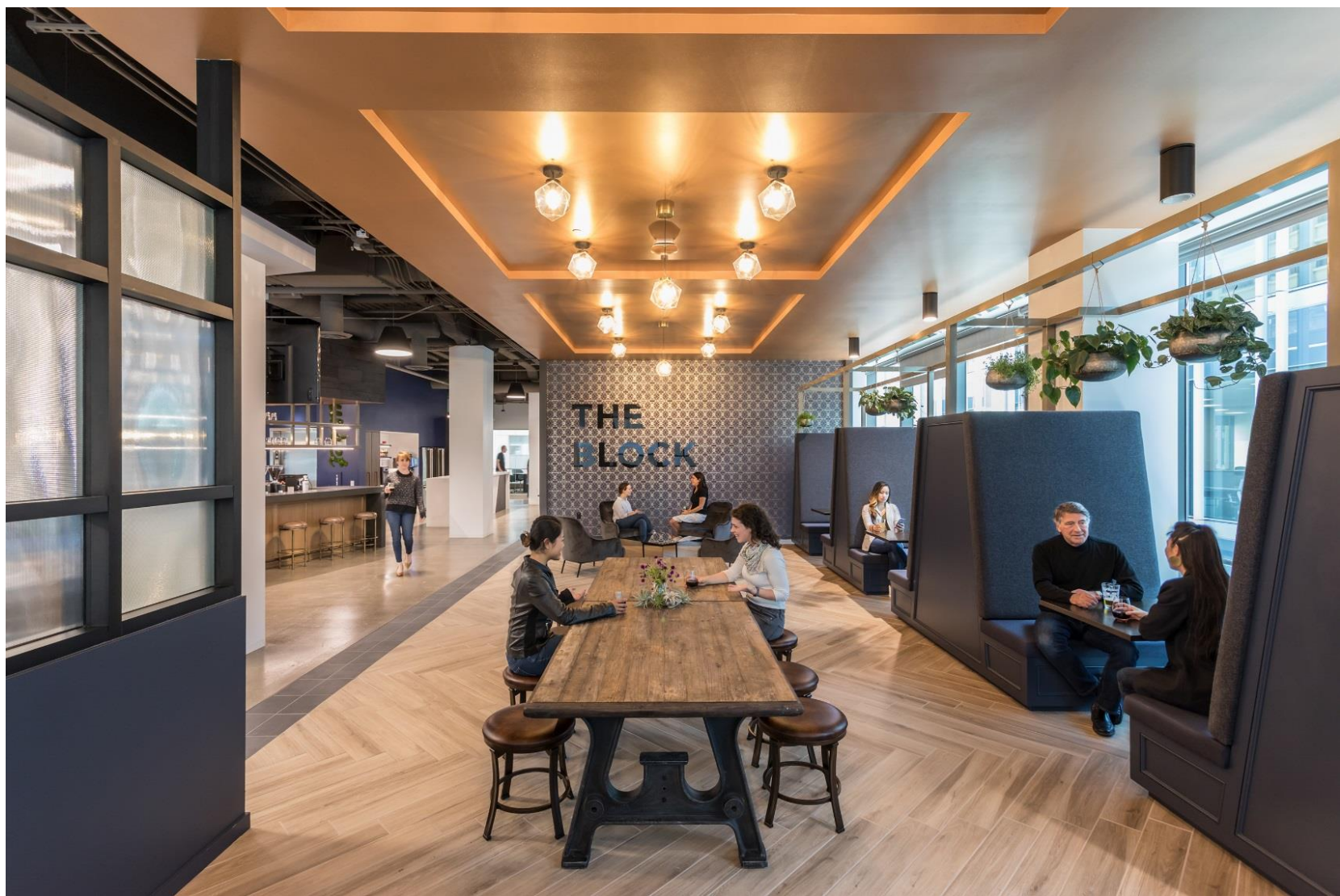
# Anaplan

San Francisco

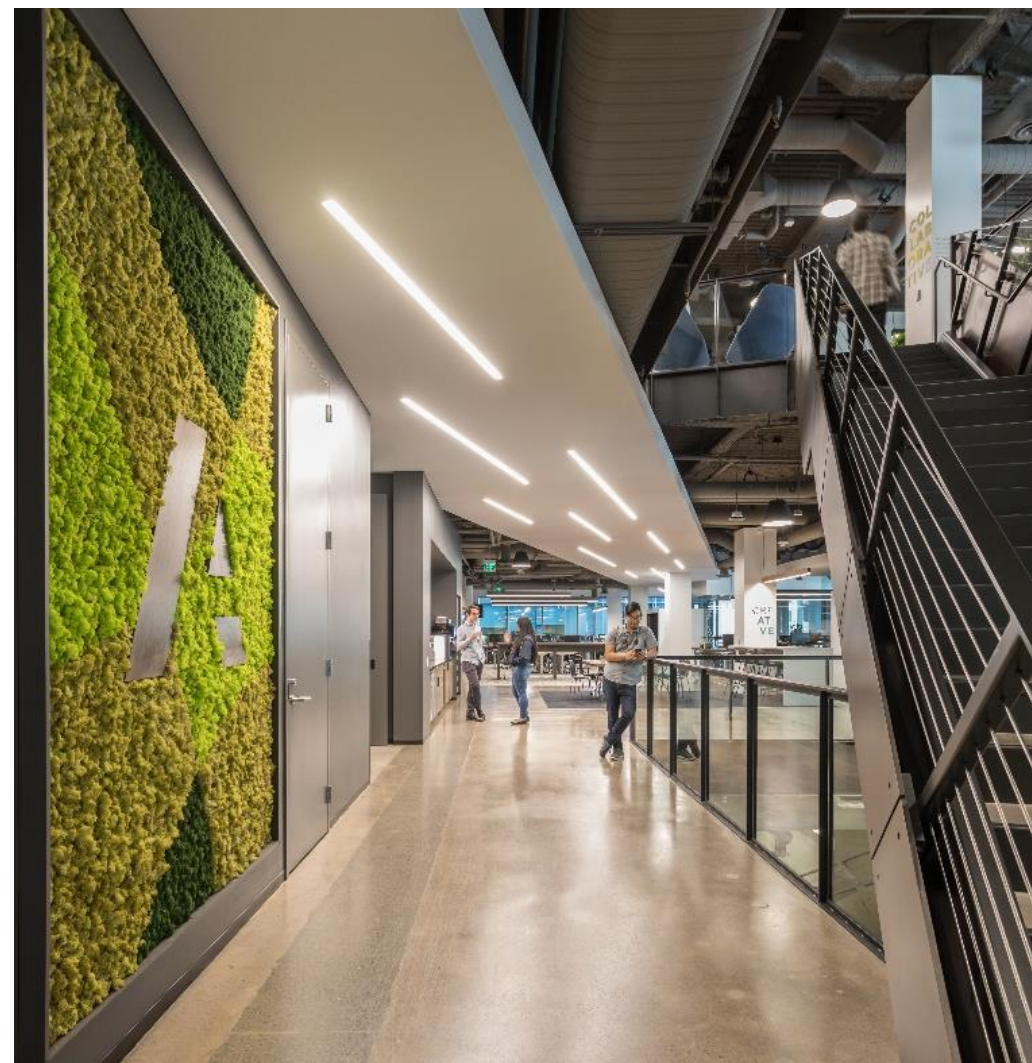
Summer

TECH  
HUB

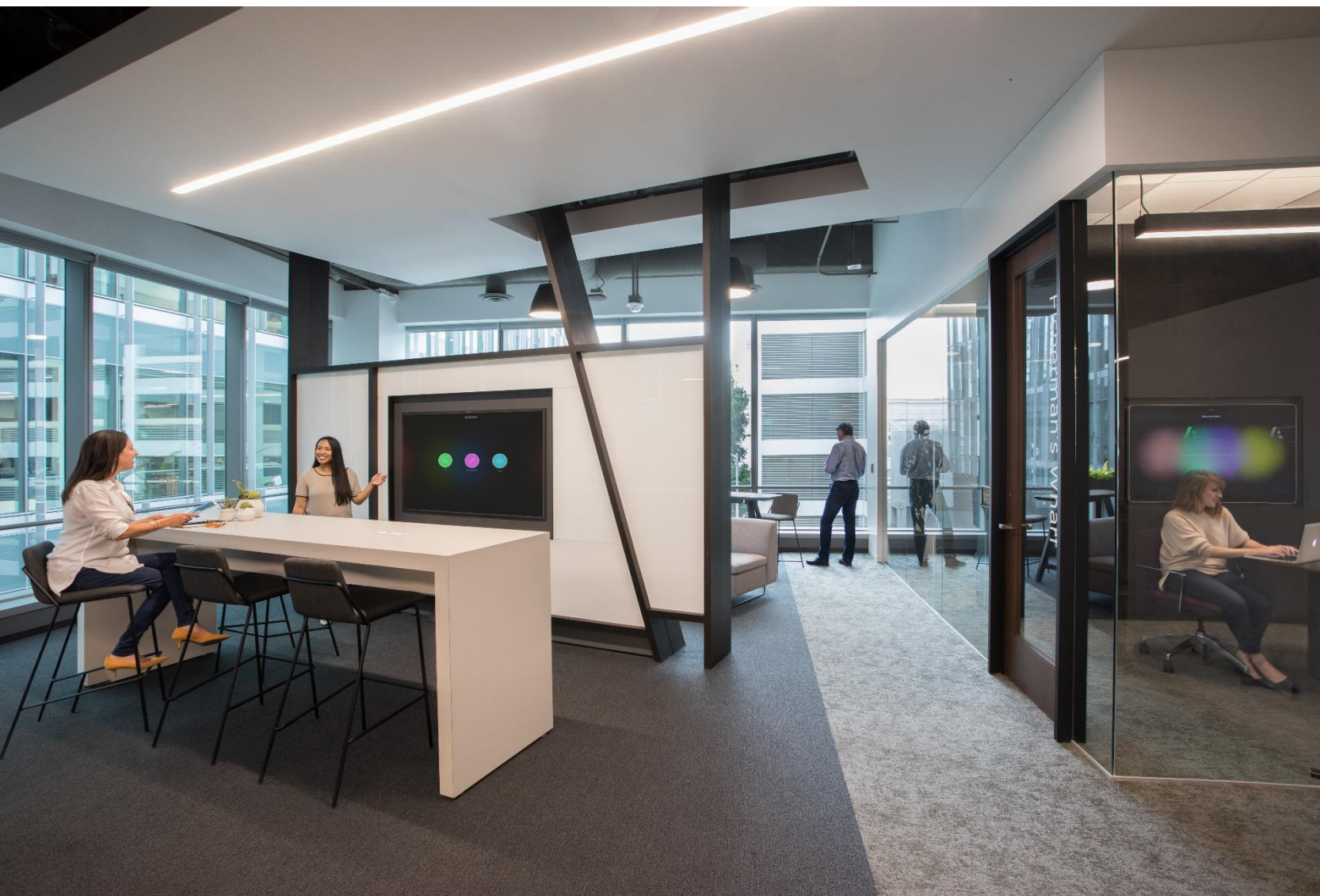












**Anaplan**  
San Francisco



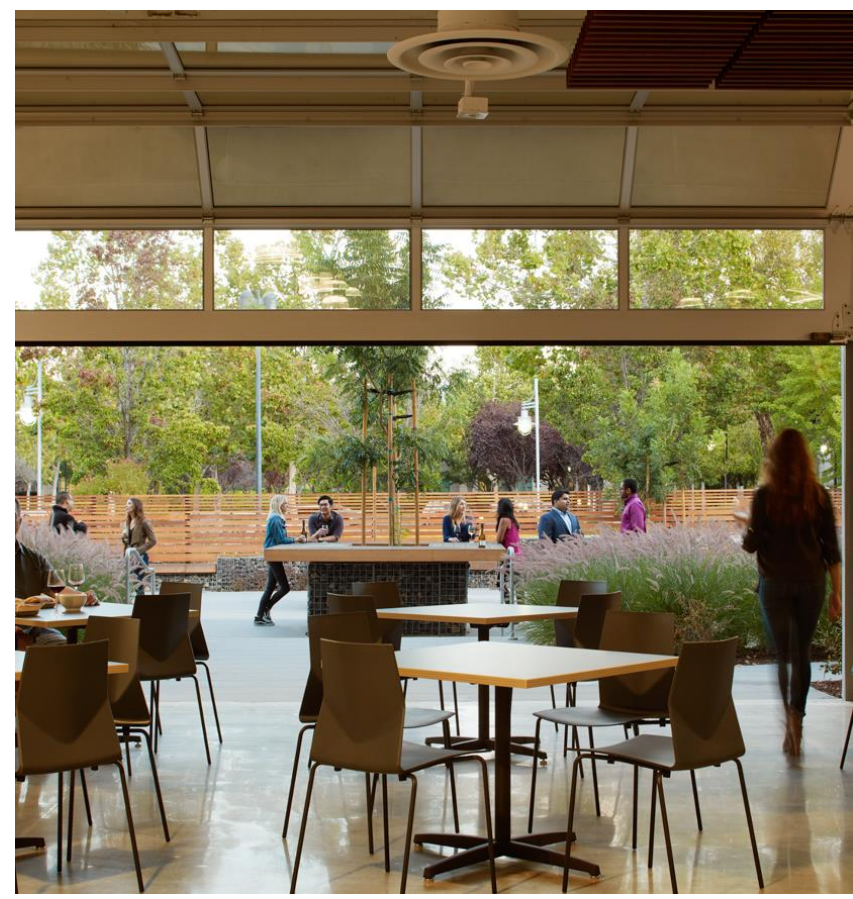
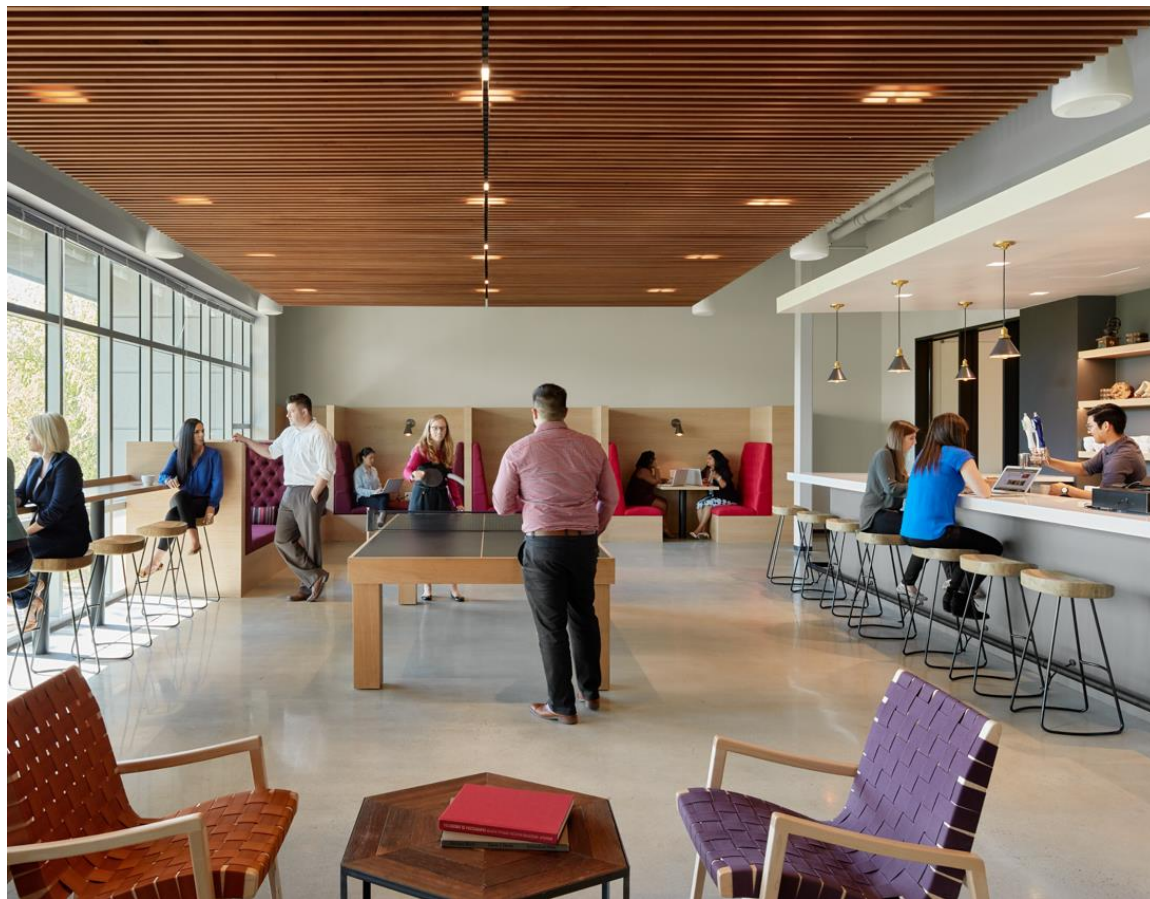




# Forescout

San Jose

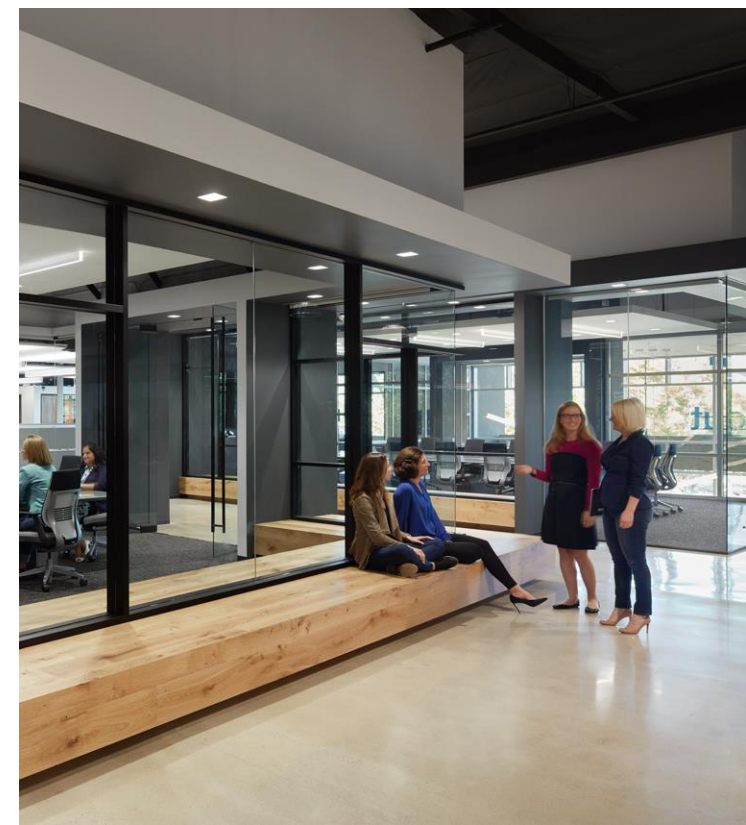














# **FENNIE+MEHL** Architects

Unexpected, by design.

We encourage you to visit [our website](#) for more about our studio, and we'd be happy to tour you through spaces we've designed.

As you'll see none of our projects look alike, and that's by design. We design each of our projects around our client's unique business, brand, culture, and requirements.